

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIII.

NEW YORK, MAY 13, 1908.

No. 7.

You want sales increased quickly?

That's hard because your *bigger* trained "star" organization to secure them is not ready at hand.

There is one way out—to get big jumps in sales economically.

The One *Best* Dealer in each of the 6,000 cities and towns of the United States and Canada is the One Best Dealer there, because he has the best sales organization and system.

We have a Selling-Advertising Plan that will set this force of 6,000 organizations working as *your* Sales organization for quickly increased sales.

Our charge is what one first-class salesman demands.

## Bates Advertising Company

CONVERSE D. MARSH, Chairman Executive Committee

15 Spruce Street, New York City

**Ready May 15th**

**ROWELL'S**  
**American Newspaper**  
**====Directory=====**  
**1908 Edition**

The book has been carefully revised, and is the only work published which contains complete and accurate information, brought down to January 1, 1908, regarding the newspapers and periodicals of the United States and Canada. The present volume is the Fortieth Annual Edition that has been issued, each under the personal supervision of Mr. George P. Rowell.

The price of the Directory is \$10.00, expressage prepaid. Order *now*, and get one of the first copies received from the bindery.

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**THE PRINTERS' INK PUBLISHING CO.**

**10 Spruce Street, New York**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 20, 1903.

VOL. LXIII.

NEW YORK, MAY 13, 1908.

No. 7.

## THE COMMERCIAL VALUE OF AN ADVERTISED TRADEMARK.

THE SUCCESS OF A TRADEMARKED COMMODITY DEPENDS UPON A WIDESPREAD DISTRIBUTION AROUSED BY CONCENTRATED ADVERTISING—TWO METHODS OF DISTRIBUTION—HOW THE BEDFORD MILLS CREATED IN ONE YEAR FOR SUESINE SILK AN UNASSAILABLE PRESTIGE AND A COUNTRY-WIDE DEMAND—THE COST AND CONDUCT OF THE CAMPAIGN.

### *Second Article.*

It was pointed out last week that there are two methods of marketing a trademarked commodity. One is by advertising *either* to the dealer *or* to the consumer. That is, distributing the commodity by *either* dealer-distribution *or* consumer-demand, by pushing it through from the producer's end, and by pulling it through from the consumer's end. The second of the two methods consists in advertising both to the dealer and to the consumer, by both pushing the trademarked commodity through from the producer's end and by pulling it through from the consumer's end. It was this second method which the Bedford Mills found most effective when they entered upon their policy of trademarking and advertising Suesine Silk. The preceding installment was devoted to an account of the Suesine Silk campaign, as viewed from the *outside*. In this second and concluding installment, the practical, intimate details, the vital statistics of costs, results and methods, will be discussed. It will be the story from the *inside*.

The object of the Suesine Silk campaign was to produce, by the means of consumer-demand, a widespread distribution, preparations being made, as pointed out in the preceding article, to follow up this consumer-demand by strong letters to both the consumer, the dealer and the wholesaler. The vital element in the campaign, however, was the consumer-demand. If this could not be created, the rest of the machinery would lie idle. On the other hand, if a good, healthy demand could be aroused, it was figured out that it could be transformed into a retailer-demand, thence into a wholesaler-demand, and lastly into actual, continuous sales. It is especially interesting to study, therefore, what amount of this consumer-demand was aroused and how it was utilized.

The first advertisement of the campaign was published in the *Delineator*, *Designer*, *New Idea Woman's Magazine* and *McCall's Magazine*, occupying two full columns in each. This advertisement, like every magazine advertisement throughout the campaign, was so worded as to elicit from interested readers requests for information and book of samples. Within one month after the first advertisement was published, over fifteen thousand inquiries from magazine readers in all parts of the country were received. This rate has been maintained steadily throughout the campaign, and not one day has passed, since the first advertisement was published, that at least five hundred fresh consumer-inquiries were not received. Admittedly, the magazine advertising phase of the campaign was

a success. The question is, did the Bedford Mills make effective use of these inquiries—this great consumer-demand?

At the end of the first four months of the campaign, the Bedford Mills had secured eight hundred dealers in different parts of the country. About a year later twenty-two hundred dealers had been secured, as a direct result of the follow-up correspondence. In addition to this number, there were something like thirteen hundred other retailers carrying Suesine Silk who could not be traced, as they ordered their goods through jobbers and had no direct communication with the mills. With one exception, all the leading wholesalers in the United States now carry Suesine Silk. The one exception is a Chicago concern, and the only reason they do not handle the fabric is that they are heavily stocked up with a similar product that is moving very slowly. The probabilities are that when this other fabric is finally closed out, this house will join the ranks of Suesine jobbers. The other wholesalers seem to do an abnormally active business in the goods. Another Chicago jobbing house places its orders regularly for thousand piece lots. A prominent silk company, which up to this time had never handled any composition silk fabric, also buys Suesine in enormous quantities, and handles it at all their distributing points throughout the West. Without a doubt, if these figures stand for anything, Bedford Mills *did* make effective use of the consumer-demand which their magazine advertising aroused.

The biggest problem in every national advertising campaign is how to extract from every consumer-inquiry its full essence of business possibilities. Every advertising manager, in mapping out his campaign, is careful to make what he considers adequate arrangements for the handling of these inquiries. Few concerns, however, have ever organized the elaborate interlocking correspondence system which was perfected by the Bedford Mills, in following

out the "Butterick Method" of distribution. This system was referred to briefly in the preceding article. As it contains suggestions and information of a most vital nature to every national advertiser, the workings of the system will be here described in detail.

About once or twice a year the Bedford Mills send out to retailers and wholesalers a big bulletin, descriptive of the Suesine advertising that is being done, the principles on which the campaign is conducted, and setting forth the advantages that are in Suesine Silk for all branches of the trade. A certain amount of store advertising material, permanent wall signs, window cards and the like, are provided for the retailer. In addition to this, they also correspond with the consumer and dealer, the letters being based on each consumer-inquiry or consumer-order which they receive.

When an inquiry is received from a customer, in a town where as yet no dealer is selling Suesine Silk, samples are mailed and a letter promising that, as no dealer in her town has the goods, the mills will take her order and turn it over to a reliable retail house, the goods to be delivered by mail, all postage charges prepaid, and at exactly the price which she would have to pay if she bought the goods at a retail store in her own town. Simultaneously, a letter is sent to the dealer mentioned by the consumer (the advertisements require that every inquiry must be accompanied by a dealer's name), making the most of this consumer-inquiry, and urging the advisability of placing an order at once. Samples and an order card are also sent to him, together with the offer of regular advertising material that is sent to every dealer who carries Suesine Silk. Furthermore, a special discount offer is made to the first dealer in every town who takes hold of Suesine. In this series seven letters are included—four to the consumer and three to the dealer. The average cost of each letter, including all office expense, is three and one-half cents.

(Continued on page 5).



To cover Philadelphia  
thoroughly use

"THE BULLETIN."

It every evening goes  
into nearly every  
Philadelphia home.

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*NET AVERAGE FOR APRIL*

**256,172**

Copies a Day

"THE BULLETIN's" circulation figures are net; all damaged,  
unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

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*New York Representative*

DAN A. CARROLL

Tribune Building, New York

*Chicago Representatives*

BRIGHT & VERREE

Boyce Building, Chicago

The next series of letters is based upon an inquiry from a consumer who cannot get the goods from her own dealer, but who is in a town where one or more dealers are already selling Suesine Silk. It may be noted here that the office term of the Bedford Mills for a store that does not carry Suesine Silk is "a blue store." A store that does carry the fabric is known as "a pink store." The first letter of this series is addressed to the consumer, and contains a list of the stores in her town where Suesine is on sale. Samples are mailed with the letter, which is closely followed up by other letters, until it is fairly certain that the consumer has visited one of the "pink" stores. These letters urge her particularly not to accept any of the substitutes which may be offered, and in the final letter the offer is made that if she finds it impossible to get the shade of Suesine that she wants the mills will accept her order, and will see that it is correctly and promptly filled, all postage charges prepared and at regular prices, by a reliable retail house. A letter is mailed at the same time to the dealer named by the consumer (the "blue" dealer), referring to the consumer's inquiry, and laying stress upon the fact that as she knows now just where she can buy Suesine she will not accept any substitute. The dealer is urged to place an order with his jobber at once, and for his convenience samples and an order card are enclosed. A letter is also sent to the "pink" dealers in the town, advising them of the consumer's inquiry, enclosing an "invitation card" (addressed to this consumer), and requesting them to sign and mail it. This service to the "pink" dealers is usually accompanied by a suggestion that they ought to keep up their stock of Suesine Silk. An order card is enclosed to facilitate re-ordering. This series embraces seven or more letters—three to the consumer, three to her own dealer, and one to each of the dealers who are selling Suesine Silk. As in the first series, the average

total cost of each letter is three and one-half cents. This is the average cost of every form letter in the system.

The third series of letters is based on an inquiry mentioning a dealer who is already selling Suesine Silk. The first letter in this series is directed to the consumer, advising her that the goods are on sale at her own dealer's, and urging her to go to his counter and look over the stock, assuring her that if she does not find precisely the shade she wants, her dealer will get it for her, or else that she may send her order direct to the mills to be filled by some reliable retail store. In this letter no mention is made of any other dealers in her town who may be handling Suesine; only her own dealer is referred to. The second letter of the series is to the "pink" dealer mentioned. It notifies him of his customer's inquiry, encloses an addressed "invitation card," and suggests the advisability of an early re-order. Three letters make up this series—two to the consumer and one to the dealer.

So far, three different series of letters have been described. These series are based, *first*, upon a consumer-inquiry from a town where Suesine is not on sale; *secondly*, upon an inquiry from a consumer who cannot get the fabric from her own dealer, although it is on sale in her town; and *thirdly*, upon an inquiry from a consumer who mentions a dealer already selling Suesine. There is still one more important series of letters which has to do with the consumer-demand created by the magazine advertising.

This fourth series is based upon a direct order received from a consumer who cannot get the goods from her own dealer, and who lives in a town where Suesine is not on sale. This order is immediately turned over to one of a dozen department stores that are selling Suesine Silk, and that have signified their willingness to fill such orders, paying all postage charges on the outbound shipments. The order is at once acknowledged by a let-

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ter to the consumer. Some months later a second letter is mailed to the consumer, enclosing an order-blank and enquiring whether she is in a position to use more silk. Simultaneously with the first letter to the consumer, a number of very strong follow-up letters are sent to the dealer, referred to in the inquiry, impressing upon him the significance of the fact that one of his regular customers was forced to send to the mills an order, *accompanied by cash*, for an article which he should have in stock. With so powerful an entering wedge as the evidence of an actual cash order from one of his own customers, these letters seldom fail to transform this "blue" dealer into a "pink" one. In this series, six letters are made use of—two to the consumer and four to the dealer.

In addition to the four series just described, and which are based on the consumer's inquiry or order, there are other series based on the dealer's first order. If a dealer is the first in his town to order Suesine Silk, for example, a letter is sent to every consumer in that town who had previously been in correspondence with the mills, whether she is a customer of that dealer or not. Letters are also sent to other consumers, whose names may be furnished by the new dealer. Where a dealer orders Suesine Silk for the first time, but is in a town where Suesine has already been on sale in another store, these letters are sent only to customers of that dealer.

Supplementary to all these series, there are, of course, the ordinary letters which would be necessary anyhow in sending dealer-orders to jobbers, and those also which are sent to "blue" when an order is received from one of their dealer-customers. The method of working on the "blue" jobbers (those who do not handle Suesine Silk) is practically the same as that of working on the "blue" retailer.

The office system of handling all this vast correspondence, numbering sometime 6,000 letters

a day, is very simple. Less than one per cent of the letters have to be freshly dictated. The rest are taken care of by operators, who simply follow out orders which are indicated by the head file clerk's mark on the letter of order slip. The work is brought to such a perfect routine that extra operators can understand the system with ten minutes' explanation—and can therefore be added to the staff, or laid off, as the volume of work increases or decreases day by day.

The cost of this inside correspondence is estimated roughly as amounting to about forty-five or fifty per cent as much as the sum expended on the general magazine advertising. As the latter costs in the neighborhood of \$40,000, it may be figured out that the cost of the postage, printing, office work, etc., runs from \$18,000 to \$20,000. This sum might be cut down considerably by curtailing or eliminating some of the different series. The experience of the management has been, however, that the money spent on all this correspondence is judiciously expended, and that it would be unwise to cut off any part of it. The entire campaign, including both the general magazine advertising and the inside correspondence expense, cost thus in the neighborhood of \$60,000, and the actual cash results, as shown in the preceding article, amounted to more than \$3,000,000, or, roughly speaking, a realization of fifty dollars for every dollar expended.

In the first advertisement, Suesine Silk was advertised at forty cents a yard. A few months later, owing to the advance in the price of raw silk, the price went up to forty-five cents, and this price-increase was accepted without the slightest ripple of resistance. Later, in April or May, 1907, owing to still further advances in raw silk, the retail price was marked up from forty-five to forty-seven and one-half cents, and again the increase was accepted without opposition. The advertised prices are, at all times, strictly maintained and protected

by the mills. Where a dealer starts to cut prices, it is found that nine times out of ten he will yield to persuasion. If, however, the dealer is stubborn and will not maintain the advertised price, some method is found of taking the goods out of his hands. A leading New York City department store started to cut prices some time ago on Suesine Silk, but before long it succumbed under pressure and now maintains the regular prices. The mills even go so far as to watch the mail-order catalogues published by the big retail stores; they will not permit the advertising in any way of Suesine Silk at less than the advertised price. This is one of the most important features of the Suesine campaign, in the opinion of the Bedford Mills, for they believe that it means protection and satisfaction to every one.

The important thing to remember in connection with the Suesine Silk campaign is, that whatever success has been met with is due solely to the fact that the campaign had, as its primary object, the establishment and distribution—not of the fabric—but of the *trademarked* commodity, Suesine Silk. The entire campaign revolved about the idea of the trademark—the trademark was its only theme. This important fact and its significance is discussed in the following paragraphs, reprinted from a letter written during the financial depression of 1907 by the Bedford Mills to their advertising agent. The paragraphs read:

\*\*\*\*\*We are not curtailing in any department. There are no curtailments whatever in our organization—either in the offices or in the mills—and nothing we can see ahead will result in curtailment. For some time after the new looms were put in we were unable to catch up to orders, as you know. And it is still nip and tuck between the sales and production. *Even our non-advertised goods are holding up so well, as a result of the help given them by Suesine Silk, that the looms we calculated to give Suesine Silk cannot be taken as yet, as we cannot cut any lower the looms that are still needed for non-advertised goods.* So our facilities are still below our needs. There has never, for an instant, been any question of delaying the work on increased facilities, which by next

April will add about forty per cent to our output.

*Viewing conditions as they exist in general, we can only ascribe these better conditions that exist with us as due only to our advertised line—not simply because it is advertised, but because it is well advertised and because the inside work which is connected with the advertising is so thorough and keeps us so accurately in touch with conditions from day to day\*\*\**

*We have large sales of other textiles—non-advertised. But when we size up the better and pleasanter conditions in our accounting department now, we believe we might have been facing very much the same conditions as those we hear of, if it were not for the influence of our advertised line\*\**

The success of the Suesine Silk campaign thus means far more than its actual returns in dollars and cents. It means greater strength, greater stability, greater security and a greater volume of trade, not only for Suesine Silk, but, as proven by the foregoing Bedford Mills letter, for every one of the non-advertised fabrics manufactured by the Bedford Mills. It means too, as W. H. Black, advertising manager of the Butterick Trio and one of the organizers of the Suesine campaign, puts it, the establishing of a nationally-known and nationally-demanded trademark—an asset that bank failures cannot rob, that competition cannot break in at night and steal, that market fluctuations cannot dissipate. It furnishes proof that the "Butterick Method" of distribution, of marketing a trademarked commodity, as outlined here and in the preceding article, is assuredly logical,—that consumer-demand, supplemented by a thorough, intelligent dealer-distribution, is the best means to gain and retain the friendship, respect, and co-operation of wholesaler, retailer and consumer.

ALPHONSUS P. HAIRE.

#### A NEWSPAPER WITHOUT SENSATION.

The Emperor of Austria is a monarch who has a newspaper which is specially condensed and reprinted for his private reading. All sensational, exaggerated, and unverified news is rigidly excluded from this paper, and only that which is reliable and of value reaches him. It would be of incalculable value to the world if all of our newspapers could be of this expurgated kind.—Ex.

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## THE DIFFICULT "READER."

Let a manufacturer buy display advertising space and pay for it, and he will seldom have difficulty in telling an informative story therein. He may print only his business card. But that is information, so far as it goes. He may write an advertisement that is incomplete, badly arranged. Yet it will usually be information—seldom foolish. Even if he draws a freak layout, and puts little scattered items into innumerable corners, those items will be information. His ad looks like a typographical crazy-quilt. But all the patches state something—that he has been established fifty years, that correspondence is invited, that all prices are f. o. b. Boston, that you can write for catalogue.

Now, suppose that, in order to sell this man the display space, the advertising solicitor said: "I'll give you a free 'reader' in our paper." Or, suppose the advertiser wouldn't listen to a proposition until the free "reader" had been granted. If there was any possibility of getting a little free space he would obtain it, and having got it, he seldom knows how it may be filled.

The most difficult piece of advertising to write is a reading notice.

All the best trade journals, as soon as they dare do it (and some of them lately have had the courage to dare from their none too prosperous beginnings) put the ban on free reading notices, paid reading notices in the text pages, and every form of reading notice whatsoever.

Why?

"Ask the editor, and he will say that it is to preserve the impartiality of his columns. He may actually think that this is the reason. But as a matter of fact what makes the reading notice undesirable in any publication is its paltry lack of information. If manufacturers knew how to write them they would be welcomed by the editor. If a manufacturer can't write a notice that would be welcomed by the editor (or get

somebody to write it for him) then what on earth would be the purpose in printing it at all, free or paid?

So long as a manufacturer sticks to a story in display type, in space that he has paid for, he sticks to fact and business. When he undertakes to tell a story in body type, however, and get it into a part of the paper where it will be mistaken (once in a million times) for a bonafide article, he usually runs to sentiment, generalities, prose.

Here is an extreme example of what he does—a reading article that was written and published in a New York trade paper. True, it appeared among the display ads. But it was intended to be an interesting article in body type about a certain manufacturer's business:

## A RECORD UNPRECEDENTED.

How the Neckwear Business of D. M. Balsam Has Grown from Nothing to \$500,000 a Year Within Five Years  
—To Form a Corporation with \$350,000 Capital.

Few, indeed, are the men of to-day who can review a period of five years and declare that in that half decade they mounted from the lowest step of the ladder of business success close to the top. When such an instance comes to light, it is conceded by every fair-minded man to be a modern commercial miracle. Yet the seeming impossible is an accomplished fact.

D. M. Balsam had the benefit of a thorough education when circumstances compelled him to abandon his calling, the ministry, and enter upon a business career. It was five years ago. He had twelve languages at his tongue's end. He could speak all of them fluently, and can to-day. Having graduated from college in his native land, he had spent four years in a seminary.

While Mr. Balsam was preaching in Switzerland the Princess Evelina Colonna, sister of Mr. Clarence Mackay, the New York millionaire, engaged him as tutor for her children, the Princes Andrew and Marcus. So highly did the Princess appreciate his work that though she herself is a fervent Catholic she overlooked his being a Protestant. Upon his leaving, when his task was finished, the Princess personally presented her hearty congratulations. Mr. Balsam never took advantage of the introduction the Princess would have given him in this country; in fact, he assiduously avoided any such aid from others, preferring to stand on his merits alone. During his ministry Mr. Balsam preached in four different parts of the

world—Europe, Africa, Asia and the United States—speaking in ten languages.

Coming to this country, Mr. Balsam labored among his own people in a modest religious enterprise, under the auspices of the Brooklyn City Mission and Tract Society. Meantime his exceptional knowledge of the Latin languages became known, and he was engaged to instruct the professors in the Erasmus Hall High School. But the little mission over whose destinies he presided, while doing a most benevolent work, could not support him. On the contrary, with what he earned on the outside he helped pay its expenses, not receiving any remuneration for his services.

The time came when he was compelled to follow some business to earn a living. In an upper room in a dwelling in the outskirts of Brooklyn, Mr. Balsam first engaged in making neckwear five years ago. Circumstances too numerous to relate brought him to this pursuit. He had a chair and a table for furniture. But at the outset he encountered a snag. The manufacturers would not sell him a small piece of silk. He wanted twelve yards. But finally he induced one of them to accommodate him. He cut his own silk, stitched it, made up the neckwear, and himself disposed of his little stock.

Thrice fortune went against him and he lost all he had. But the tide soon turned in his favor. To day he is the sole owner of an establishment at 130 Palmetto street, Brooklyn, which keeps 310 men and women employed. The ledger shows a business of nearly half a million dollars a year. That silk manufacturer who yielded to his entreaty to give him a start by selling him the twelve yards of silk is glad to-day he did so for Mr. Balsam is one of his most substantial customers. And that same man, with an office in New York, and two mills in New Jersey, is to be a partner with him in a new corporation to be formed in New Jersey with a capital of \$350,000. A prominent business man will be a third partner. Very soon the proposed company will erect a four-story building on a half city block which has been purchased in the Bushwick section of Brooklyn.

Mr. Balsam is prepared to substantiate his claim that he makes more shield bows, tecks and four-in-hands than anyone else in the country. People have marvelled at the growth of his business and asked the secret. Invariably he replies: "Liberality, truthfulness and honesty." Being interested in several large mills, he has been able to give surprising quality in goods to retail at popular prices. His goods have all the beauty of treatment, durability and style of neckwear usually retailed at twenty-five cents, though he sells his product at \$10 and \$11 per gross. He has been content to operate on a three to five per cent profit basis.

Modest in manner, quick in perception, with a thorough grasp of detail, Mr. Balsam will be heard from

in the neckwear industry in the future. This article serves merely as an introduction of the man to the trade. With his present facilities he is not seeking new accounts, but when the new building is occupied there will be some announcements of lively interest in connection with the goods themselves.

Here is a man who evidently has something worth talking about. He is capitalizing for \$350,000—which is a whole lot of money in the necktie business. He makes the specific claim that he manufactures more goods of certain kinds than anybody else in the trade, and that the business has been built up in five years. Yet, when he wrote this reading notice, he was evidently at a loss for details to fill space, and dragged in a lot of irrelevant ones. Even as it stands, this reading notice raises a legitimate curiosity concerning a neckwear business that has grown from an original turnover of twelve yards of goods. And the factory that turns out the most shield-bows? How about that?

The trade journal editor says he doesn't print reading notices because they might lead readers to infer that he isn't impartial. That's what he says. What he means, though, is that he doesn't want to print guff—the average reading notice isn't strong enough to impair anything.

As it stands to-day, the "reader" is the green trading-stamp of publicity. The publisher whose display space isn't worth much, gives advertisers the run of his paper for reading notices—gives double trading stamps. People who get free copies of such a paper never read it closely enough to be moved to inquire whether it is impartial in its bonafide articles. If they have any dislike for it, it is not because that paper is biased, but because it bores one to death to read it. The publisher whose display advertising space is worth something for its results gives no trading stamps in the shape of free readers, because it is by interesting people in his text pages that he makes his paper pay advertisers.

Or put it another way:

A publisher sells an advertiser



some display space in which to tell the sort of story he knows how to tell—at least in a measure. Then the advertiser urges the publisher, threatens him, plays politics with him, to obtain for nothing some of that text space where the publisher must interest the people who are going to read the advertiser's display announcement and make it profitable. If the advertiser gets some of that space, he fills it with the sort of story he *doesn't* know how to tell, and makes the paper so deadly dull that his display ad doesn't pull.

That is about the way it works—curious, isn't it!

Between the publisher who concedes everything in reading notices, and the publisher who grants nothing, there has, within the past few years, sprung up the publisher who strikes a happy medium—namely, the one who sets apart a regular department of "Manufacturing Notes" in which are printed reading notices concerning advertisers and their products. Some of the publications in this class that come to mind at the moment are the McGraw journals, the *Engineering Magazine*, *Cassier's Magazine*, etc. These "Manufacturing Notes" are a concession to the advertiser who really has something to say and knows how to say it in body type. Apparently the publisher's young men help the advertiser to tell such a story if the advertiser doesn't know how to tell it himself. They get either news interest or technical interest. They nimbly sidestep the advertiser who would inform the trade that the secret of his success is liberality, truthfulness and honesty, and help with his copy the man who has a new ground rod attachment for telephone work. They use a little ordinary editorial skill to help the latter inform the trade that this new attachment makes a good joint between pipe and wire at small cost, that it gives a fine driving head, that it saves pipe, etc. Readers of the technical journals do not dodge that sort of reading notice. They do not

dare dodge it, for it means just what the regular articles mean—information that may result in saving money. That sort of reading notice is not a green trading-stamp, and the advertiser doesn't have to beg or scheme to get it into the paper. Editors want it.

A YOUNG woman in Chicago advertised for a situation as follows: "Situation Wanted—Stenographer, 29, 5 feet 7 in., red headed, high tempered, kind hearted, independent, industrious; position of any kind on Oliver M. Former price \$10; reduced to \$8 up; 3 years' exp.; ref." She received more than 50 letters from business men seeking her services.—*White's Class Advertising*.

It is astonishing how often a straight talk gets off the straight track. Men plough through all kinds of valleys to get to the hill top.—*Progressive Advertising*.

## UNDISPUTED.

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two-cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives information about its circulation.

## German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35¢ flat. Why not let us run your ad in the

**Lincoln Freie Presse**

LINCOLN, NEB.



## SHOP SHOTS.

The man who is ashamed to work with his hands will never do any valuable work with his brains.

A stream of opportunities is constantly going by. Pick out the ones that you can use and nab them.

He who would be a judge of men must be able to withhold judgment until certainty takes the place of assumption.

All work and no play makes Jack a dull boy, and a dull boy will sell very few goods and make no satisfied customers.

To be happy one must keep busy. There is no joy in idleness which goes further than rest and becomes one's profession.

Your best salesmen will lose some sales. Don't expect a man to be a successful hypnotist for ten or twelve dollars per.

Slipshod management begets slipshod help; and carelessness, even in the smallest details, is never unnoticed by the employer.

Never wink at the overcharging of a customer. Reprove a clerk as quickly for an error in your favor as for one in favor of the customer.

No engagement is so unimportant as not to be worth punctuality. Be on hand when you agree to be and you can demand punctuality in others.

The successful man to-day is the practical man. If you are not already familiar with the working side of your business, begin the study of it now.

An oversold or an overcharged customer is a customer lost nine times in ten. Look at every sale from the customers' point of view before you call it closed.

It will pay any man, no matter how big his store, to see as many customers personally as his time will allow. People like to do business with the head of the concern.

No arrogant man shall pass through the portals of Mercantile Success. He who is, an arrogant employer shall have servile employees. What a prize combination for repelling trade!

If you expect your clerks to be enthusiastic about the store and the business, see that you give them some reason to be. Nothing will starve to death much quicker than enthusiasm.

The trade of the moneyed class is most desirable, but don't get the name of running a store for one class of customers unless that class is large enough to supply all the business you want.

The man who bides his time has been commended a good deal, but if you ever watched one of those men who bide their time and succeed in the end, you will notice that while they wait they labor diligently.

1--18--24

That is the position of the Doubleday, Page & Company distinctive magazines, among the publications of the country for May, as shown in the summary opposite:

	LINES
1 Country Life in America,	33,712
18 The World's Work,	16,325
24 The Garden Magazine,	13,774

63,811 lines

which is an amount of paid advertisements not equalled by any other publishing house in America.

The number of advertisements in each publication is:

Country Life in America,	- 528
The World's Work,	- - 175
The Garden Magazine.	- 178

881 advertisements

which, in the language of Rudyard Kipling, is something of "a far-flung battle line" of business, covering these general lines of publicity: household, horticulture, livestock, building, resort and travel, and finance; and in each field these magazines are leaders.

DOUBLEDAY, PAGE  
& COMPANY

133 East 16th Street, N. Y.

WESTERN OFFICE

1511 Heyworth Building, - Chicago, Ill.

NEW ENGLAND OFFICE

447 Tremont Building, - Boston, Mass.

MAY MAGAZINES.

A magazine publisher told PRINTERS' INK the other day that the large-page magazines, which give all advertising copy position on the same page with, or on the page opposite, reading matter, have been doing a better business for six months past than the magazines of regular size, which collect all the advertising in the front and back of each issue. This seemed hardly possible, because PRINTERS' INK has never seen anyone rip out the advertising pages of a magazine before reading it, and has always believed that a good advertisement in a good magazine will be read by the rank and file of magazine pur-

CHICAGO

NEW YORK

LONDON

# SYSTEM

THE MAGAZINE OF BUSINESS

"In checking up our record of results from our national advertising, I am pleased to find that SYSTEM has furnished us inquiries—good reliable inquiries to a most satisfactory degree.

Our advertising has been written with a view of arousing the interest of business men desirous of improving their equipment at a reduction in expense and SYSTEM has proved successful in bringing just the results we were after.

W. D. MEYERS  
Advertising Manager, Rapid Motor  
Vehicle Company  
Pontiac, Michigan

# SYSTEM

THE MAGAZINE OF BUSINESS

## ADVERTISING IN LEADING MONTHLY MAGAZINES FOR MAY.

(Exclusive of Publishers' own advertising.)

	Pages	Ag.	Lines
Country Life in America (cols.).....	196	33,712	
Everybody's.....	119	31,136	
System.....	138	30,968	
Ladies' Home Journal (cols.).....	145	29,000	
McClure's.....	126	28,322	
Munsey's.....	114	25,536	
Cosmopolitan.....	112	25,400	
Review of Reviews.....	104	23,296	
American Magazine.....	98	21,966	
Woman's Home Companion (cols.).....	106	21,200	
Sunset.....	91	20,468	
Good Housekeeping.....	90	20,230	
Delineator (cols.).....	134	18,858	
Century.....	82	18,424	
Harper's Monthly.....	81	18,228	
Scribner's.....	80	18,088	
Outing Magazine.....	75	16,842	
World's Work.....	73	16,352	
Pacific Monthly.....	69	15,484	
Bookkeeper.....	67	15,197	
Yachting (April) (cols.).....	105	15,120	
Suburban Life (cols.).....	86	14,890	
Uncle Remus's The Home Magazine (cols.).....	75	14,175	
Garden Magazine (cols.).....	95	13,774	
Success (cols.).....	78	13,451	
Putnam's and The Reader.....	58	13,104	
Van Norden.....	58	13,035	
Ladies' World (cols.).....	62	12,598	
Pictorial Review (cols.).....	69	11,980	
Red Book.....	52	11,548	
American Homes and Gardens.....	67	11,610	
Housekeeper (cols.).....	57	11,375	
Pearson's.....	49	11,144	
Field and Stream.....	49	11,116	
Outdoor Life.....	47	10,626	
Designer (cols.).....	74	10,458	
World To-Day.....	43	9,674	
Metropolitan.....	42	9,478	
House Beautiful (cols.).....	63	9,384	
Technical World.....	40	9,114	
New Idea Woman's Magazine (cols.).....	64	9,058	
What To Eat.....	32	9,044	
Argosy.....	40	9,036	

CHICAGO

NEW YORK

LONDON

	Pages	Ag.	Lines
Modern Priscilla (cols.)...	52	8,944	
Ainslee's.....	39	8,890	
McCall's Magazine (cols.)...	57	7,798	
Lippincott's.....	34	7,672	
Recreation (cols.).....	44	7,596	
World's Events (April) (cols.).....	43	7,540	
House and Garden (cols.)...	52	7,488	
Spare Moments (April) (cols.).....	40	7,006	
Current Literature.....	31	6,944	
Human Life (cols.).....	34	6,926	
Outer's Book.....	30	6,916	
Good Health (April).....	30	6,902	
Atlantic Monthly.....	30	6,762	
Broadway Magazine.....	29	6,594	
Outer's Book.....	29	6,496	
Appleton's Magazine.....	28	6,468	
Theatre Magazine (cols.)...	37	6,448	
Popular Magazine.....	28	6,384	
Overland Monthly.....	27	6,048	
Strand.....	25	5,656	
All-Story Magazine.....	25	5,623	
Short Stories.....	24	5,488	
American Business Man (April).....	24	5,390	
Health Magazine.....	22	5,096	
Bookman.....	22	4,928	
Etude (cols.).....	29	4,872	
The Circle (April) (cols.)...	32	4,634	
International Studio.....	18	4,536	
Blue Book.....	20	4,480	
American Boy (cols.).....	21	4,334	
Wide World Magazine.....	19	4,312	
Musician (cols.).....	25	4,246	
Smart Set.....	17	4,004	
Dressmaking at Home (cols.).....	21	3,556	
Smith's Magazine.....	15	3,514	
Benziger's Magazine (cols.)...	16	3,142	
St. Nicholas.....	14	3,136	

	Pages	Ag. Lines		Cols.	Ag. Lines
New England Magazine...	13	2,912	Christian Herald.....	13	2,320
Burr McIntosh Monthly...	9	2,660	Illustrated Sunday Maga-		
Business Philosopher....	11	2,303	Magazine.....	9	1,864
Railroad Man's Magazine.	8	1,918	Leslie's Weekly.....	6	1,368
Phyllisine.....	13	1,890			
Live Wire.....	5	1,316	<b>Week ending May 3:</b>		
Scrap Book.....	5	1,246	Saturday Evening Post...	80	13,760
People's.....	3	672	Collier's.....	46	8,866

### ADVERTISING IN LEADING WEEKLY MAGAZINES FOR APRIL.

(Exclusive of Publishers' own advertising.)

#### Week ending April 5:

	Cols.	Ag. Lines
Saturday Evening Post...	100	17,200
Collier's.....	48	9,204
Life.....	55	7,742
Independent (pages).....	32	7,323
Vogue.....	46	7,154
Literary Digest.....	46	6,638
Outlook (pages).....	22	4,928
Associated Sunday Maga-		
zines.....	22	4,192
Churchman.....	24	3,906
Christian Herald.....	21	3,708
Christian Endeavor World	17	3,299
Leslie's Weekly.....	13	2,600
Scientific American.....	12	2,554
Illustrated Sunday Maga-		
zine.....	10	1,941

#### Week ending April 12:

Collier's.....	60	11,554
Saturday Evening Post...	61	10,520
Literary Digest.....	44	6,462
Outlook (pages).....	28	6,370
Associated Sunday Maga-		
zines.....	22	4,070
Vogue.....	26	4,004
Leslie's Weekly.....	19	3,890
Churchman.....	21	3,406
Independent (pages).....	14	3,136
Christian Herald.....	17	2,959
Scientific American.....	13	2,684
Illustrated Sunday Maga-		
zine.....	13	2,506
Christian Endeavor World	9	1,805
Life.....	10	1,512

#### Week ending April 19:

Vogue.....	141	21,714
Saturday Evening Post...	84	14,374
Independent (pages).....	54	12,096
Collier's.....	47	8,930
Christian Herald.....	31	5,332
Outlook (pages).....	22	5,040
Churchman.....	31	4,660
Leslie's Weekly.....	23	4,670
Associated Sunday Maga-		
zines.....	23	4,381
Literary Digest.....	29	4,172
Christian Endeavor World	18	3,489
Life.....	23	3,248
Scientific American.....	14	2,800
Illustrated Sunday Maga-		
zine.....	12	2,220

#### Week ending April 26:

Outlook (pages).....	86	19,376
Literary Digest.....	86	12,384
Collier's.....	59	11,252
Saturday Evening Post...	63	10,908
Vogue.....	29	4,550
Churchman.....	23	3,700
Associated Sunday Maga-		
zines.....	19	3,648
Independent (pages).....	14	3,248
Life.....	20	2,800
Scientific American.....	13	2,718
Christian Endeavor World	12	2,368

Christian Herald.....	13	2,320
Illustrated Sunday Maga-		
Magazine.....	9	1,864
Leslie's Weekly.....	6	1,368
<b>Week ending May 3:</b>		
Saturday Evening Post...	80	13,760
Collier's.....	46	8,866
Vogue.....	33	5,152
Churchman.....	30	4,800
Outlook (pages).....	20	4,536
Literary Digest.....	30	4,432
Leslie's Weekly.....	16	3,350
Associated Sunday Maga-		
zines.....	18	3,330
Scientific American.....	13	2,698
Independent (pages).....	11	2,632
Christian Herald.....	14	2,408
Christian Endeavor World	13	2,405
Life.....	13	1,848
Illustrated Sunday Maga-		
zine.....	9	1,794

#### Totals for April:

Saturday Evening Post...	66,762
Collier's.....	49,806
Vogue.....	42,574
Outlook.....	40,250
Literary Digest.....	34,088
Independent.....	28,434
Churchman.....	20,772
Associated Sunday Maga- zines.....	19,621
Life.....	17,150
Christian Herald.....	16,727
Leslie's.....	15,878
Scientific American.....	13,454
Christian Endeavor World	13,366
Illustrated Sunday Maga- zine.....	10,416

chasers, even if it is literally swamped by the advertising in front of and behind it. The uninterestingness of advertising has never seized hold of the reading public with a firm enough grip to make preferred position imperative in order to secure attention; at least, this is what the Little Schoolmaster has always believed.

In order to reassure himself upon the point, the editor of this department has compared eleven representative magazines of regular size with eleven equally representative monthlies which give all advertising position. The number of agate lines carried in May was compared, in each case, with the number of lines carried one year ago. It so happened that a loss was indicated in every instance, although in every case the figures are rapidly closing in on last year's from month to month.

After the percentages of loss were compared, the average loss was figured; in the case, first, of the eleven "regulars" and then of the magazines which can offer special position.

And now the result remains to be told. The eleven large-page magazines carried this month eight and seven-tenths per cent less advertising than in May a year ago, while the other eleven, with which these were compared, showed a loss on an average, in excess of eighteen per cent. Thus it is shown by mathematics that advertisers, apparently, value special position so highly that when they feel obliged to curtail their expenditure they begin by lopping off the magazines which cannot give everybody preferred space.

Here is another way of determining a certain greater popularity this season for the publications where position is assured. Most of them have advanced in relative rank in the accompanying summary this month over one year ago. *Country Life* held first place each time; *Ladies' Home Journal* goes from seventh position to fourth; *Woman's Home Companion* from fourteenth to tenth; *Delineator* from eighteenth to thirteenth; *Garden Magazine* from thirty-first to twenty-third.

Now, of course, neither of these methods determine anything definitely; assuredly, no one would dream of being convinced that magazine readers are more attentive to advertising which is alongside reading matter than that which is not, merely because comparative figures favor the former. It is a condition that confronts us, and each of us may build up any sort of theory upon it which pleases him.

#### MAGAZINE NOTES.

Earnest Elmo Calkins has an article in the *May International Studio* upon *Advertising Art*.

The magazine issue of the June *Outlook* will be the first of the special Summer Resort Numbers.

*Scribner's* issues a portfolio of sample advertisements of schools which have appeared in its columns, with some advice regarding the best sized space to use, most profitable seasons, etc.

The first of the current month the advertising rate of the *Literary Digest* was advanced from ninety cents to \$1 per agate line. The new rate is based on a circulation of 175,000 copies.

*Everybody's Magazine* for June will be an unusually attractive number, judging from the advance announcement. It will mark the fifth anniversary of the magazine under its present management.

William H. Beers, who went to San Francisco a few months ago as representative of the *Pacific Monthly*, has returned to New York and will re-assume the position of advertising manager of the *Circle*.

Lynn S. Abbott has resigned as advertising manager of *Suburban Life*. Frank A. Arnold, who has been manager of the periodical from the beginning, will again take charge of the advertising department.

The *Saturday Evening Post* carried an increase of forty-five columns of advertising in April over April, 1907. On May first more advertising had been received for the issues of the month than were printed during all the issues of May, 1907, and this in spite of the fact that on May first the forms of the last two issues of the month were still open.

The *Ladies' World* issues each month an attractive calendar which shows samples of the magazine's circulation, by presenting homes into which it goes monthly. On the reverse side of the May calendar is printed the following, as part of the argument for advertising in the *Ladies' World*: "With fully ten times as many magazines for men as for women, and since there are as many women as men, it is evident that the few 'best' magazines for women hold so favorable a position with the gentler sex that the advertiser's problem is not solved if he fails to seek them through their own magazines."

#### BOSTON ITEMS.

Ray's Detective Agency, 100 Boylston street, is asking for rates on two months' advertising from papers throughout New England.

The Cutter-Tower Company is using two inch copy, advertising typewriters and typewriter supplies in New England dailies. The business is placed by the Walton Advertising Agency.

A. T. Bond, 16 Central street, is using half page copy in newspapers for the advertising of Whitehouse Coffee. This advertising is done in the territory where goods are being pushed.

Leopold, Morse & Company, Boston clothiers, have been using large copy throughout New England for the past year. The advertising has been very successful and will be continued. The list of newspapers will be made up about July 1st.

Papers throughout New England are receiving orders from Ernest Goulston for the advertising of the Beekman Tour Company. This agency is also handling the Dr. Daniels advertising in farm papers and the classified columns of several magazines.

## A NEW USE FOR THE WANT AD.

By the pardon last month of John L. Silber, by Governor Haskell of Oklahoma, a strange tale of the human interest variety is brought to a conclusion. The story is given a place in *PRINTERS' INK* because a six-line Want Ad is responsible for the whole affair.

For the purpose of booming its Want Ad page the *Oklahoman*, of Oklahoma City, had offered prizes for the most original liners that appeared in the paper on a given day. A committee of local advertisers, selected to act as judges in the contest, very properly awarded the first prize to the writer of this advertisement:

WANTED—Young man in jail wants out; suggestions solicited that might result in immediate release; wants poet's address that wrote "Stone Walls Do Not a Prison Make Nor Iron Bars a Cage." Address John L. Silber, Kay county jail, Newkirk, Okla.

A great deal of notoriety was given to Mr. Silber's peculiar announcement, and many letters were addressed to the *Oklahoman* and to the prisoner, from interested people all over the State, wanting to know on what charge he was confined, and whether or not anything could be done toward securing his liberty. Finally, through the assistance of the *Oklahoman*, the movement took definite shape, and attorneys were employed to draw up petitions for his pardon. An investigation developed the fact that Silber was very probably unjustly imprisoned.

The circumstances were briefly as follows: Silber is a young man of some twenty-two years of age, a professional railroad switchman. Having an inclination to travel, and being a member of the Trainmen's Union, which gave him free transportation, he left his home in Buffalo and went to Oklahoma in the spring of last year. He stopped off at Newkirk, and was looking the small town over, when he was accosted by the town Marshal, who demanded to know what he was doing there. Silber resented the Marshal's officious-

ness, and told him that it was none of his business. The latter, having nothing else to do, followed Silber about for the most of the day. Finally, Silber crossed the railroad track near the switch light. The switch light happened to be not burning. This seemed to suggest to the Marshal a plan for punishment. Silber was at once arrested on the charge of blowing out the switch light. Two of the Marshal's men swore, in the preliminary hearing, that they saw Silber blow out the light. Silber had a switchman's key on his person, and the case seemed likely to go rather hard with him, especially as he was without money and friends, and refused to notify his relatives in the East. On the advice of his acquaintances in Newkirk, he pleaded guilty to the charge, and accepted a jail sentence rather than run the risk of being sent to the penitentiary.

The absurdity of the charge is quite apparent when it is considered that the switch light is within 100 feet of the depot, and that it was broad daylight, between 4 and 5 o'clock, when it was supposed to have been blown out, and also that, according to the affidavit of numerous people in Newkirk, the switch light was allowed to go out, and remain out for hours without attention.

Letters were written to the Governor by the prosecuting attorney who had tried the case, by the judge of the district court before whom the case was tried, and by the county sheriff, all recommending pardon. The petition was presented to the Governor by Senator Roy E. Stafford, of Oklahoma City, and pardon was almost immediately granted.

It is too much to expect that a new classification of Want Ad business will result from Mr. Silber's successful trial of the *Oklahoman's* columns, but the story is interesting in that it supplies another proof of the value of the classified.


There are said to be as many newspapers in little Iceland as there are in all of the Chinese Empire.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

**Birmingham, Ledger, dy.** Average for 1907, **\$1,861.** Best advertising medium in Alabama.


**Gadsden, Evening Journal, dy.** Average 1907, **2,465;** largest in Alabama north of Birmingham.

**Montgomery, Journal, dy.** Aver. 1907, **9,464.** The afternoon home newspaper of its city.

## ARIZONA.


**Phoenix, Republican, Daily** aver. 1907, **6,519.** Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## CALIFORNIA.

 **Oakland, Enquirer.** Average 1907, **28,429;** March, 1908, **49,208.** Largest circulation in Oakland guaranteed.

## COLORADO.

**Denver, Post.** The trail of the mighty dollar leads from the West. Start it your way with a Wanted in the Post. Cir. dy. **59,606.** Sy. **\$4,411.**

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

**Bridgeport, Evening Post.** Sworn daily, year 1907, **11,945.** Sworn daily, March, **12,495.**

 **Bridgeport, Morning Telegram.** daily. Average for April, 1908, sworn, **12,251.** You can cover Bridgeport by using Telegram only. Rate, 1/50c. per line, flat.

**Meriden, Journal, evening.** Actual average for 1908, **7,580.** Average for 1907, **7,742.**

**Meriden, Morning Record and Republican.** Daily average 1908, **7,672;** 1907, **7,769.**

**New Haven, Evening Register, dy.** Annual sworn aver. for 1907, **18,740;** Sunday, **12,104.**

**New Haven, Palladium, dy.** Aver. '08, **9,549;** 1907, **9,848.** E. Katz, Special Agent, N. Y.

**New Haven, Union.** Average 1907, **16,548.** E. Katz, Special Agent, N. Y.

**New London, Day, ev'g.** Aver. 1908, **6,104;** average for 1907, **6,547;** March, 1908, **6,708.**

**Norwalk, Evening Hour.** April circulation exceeds **8,500.** Sworn statement furnished.

**Norwich, Bulletin, morning.** Average for 1905, **5,920;** 1906, **6,559;** January 1908, **7,498.**

**Waterbury, Republican.** Av. 1907, **6,858** morn.; **4,400** Sunday. Feb., '08, Sun., **5,922.**

## DISTRICT OF COLUMBIA.

**Washington, Evening Star, daily and Sunday.** Daily average for 1907, **55,496** (© ©).

## FLORIDA.

**Jacksonville, Metropolis, dy.** Average 1907, **10,820.** E. Katz, Special Agent, New York.

## GEORGIA.

**Atlanta, Journal, dy.** Av. 1907, **51,144.** Sunday **56,882.** Semi-weekly **68,275.** The Journal covers Dixie like the dew.

## IDAHO.

**Boise, Evening Capital News, dy.** Aver. 1907, **5,565;** Actual circulation, Dec. 31, 1907, **6,070.**

## ILLINOIS.

**Aurora, Daily Beacon.** Daily average for 1906, **6,454;** 1907, **6,770;** 4 months, 1908, **7,089.**

**Chicago, The American Journal of Clinical Medicine, mo.** \$2.00, the open door to the American Doctor, and through him to the American Public. Av. circ'n for past 3 years, **40,000.**

**Chicago, Breeder's Gazette, weekly.** \$2. Aver. circulation for year 1908, **70,000.** For year ended Dec. 25, 1907, **74,755.** 4 mos. '08, **74,880.**

**Chicago, Commercial Telegraphers' Journal, monthly.** Actual average for 1907, **15,000.**

**Chicago, Dental Review, monthly.** Actual average for 1906, **4,001;** for 1907, **4,018.**

**Chicago, Farm Loans and City Bonds.** Leading investment paper of the United States.


**Chicago, Journal Amer. Med. Ass'n, weekly.** Av. for '07, **52,217;** Jan., Feb., Mar., '08, **53,087.**

**Chicago, National Harness Review, monthly.** 5000 copies each issue of 1907.

**Chicago, The Tribune** has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (© ©).



Chicago, Record-Herald. Average 1907, daily 151,464; Sunday 216,464. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Galesburg, Republican-Register. Av. 6,256. Exam. A. A. Seaver. 50% more than other daily.

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation for 1907, 21,659.


### INDIANA.

Evansville, Journal-News. Av. for 1907, 18,188. Sundays over 18,000. E. Katz, S. A., N. J.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circ. for 12 months ending Dec. 31, 1907, 5,059. More rural route subscribers than any paper circulated in Wayne County. The Item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn average Mar. 1908, 9,778. Absolutely best in South Bend.

### IOWA

Burlington, Hawk-Eye, daily. Aver. 1907, 8,987. "All paid in advance."

Davenport, Times, Daily aver. Apl., 14,028. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, Publisher. Circulation for 1907, 41,682. Rate 70 cents per inch. flat. If you are after business in Iowa, the CAPITAL will get it for you. First in everything.

### KANSAS.

Hutchinson, News, Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Lawrence, World, daily. Actual average for 1907, 4,217.

Pittsburg, Headlight, dy. and wy. Average 1907, daily 6,228; weekly 5,647.

### KENTUCKY.

Lexington, Leader. Av. '08, esp. 5,187. Sun. 6,796; for '07, esp. 5,590, Sy. 7,108. E. Katz

### MAINE.

Augusta, Comfort, mo. W. R. Gannett, pub. Actual average for 1907, 1,294,488.

Augusta, Maine Farmer, w'kly. Aver. for 1907, 14,186. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,423.


Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1907, 8,012.

Portland, Evening Express. Average for 1907, daily 18,514. Sunday Telegram, 8,855.

### MARYLAND.

Baltimore, American. Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1907, 77,748. For April, 1908, 90,434.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS.






Boston, Evening Transcript (C. C.). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1907, daily, 181,844; Sunday 308,808. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Post. Average 1907, daily, 242,980; Sunday, 226,768. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."

      
Lynn, Evening Item. Daily sworn av. year 1906, 16,088; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester, Gazette, eve. Av. 1907, 14,682 d's. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (C. C.). Paid average for 1907, 4,558.

### MICHIGAN.

Bay City, Times, evening. Average for 1907, 11,054 copies, daily, guaranteed.

Jackson Patriot. Average Feb. '08, daily 8,558, Sunday 9,541. Greatest net circulation.


Saginaw, Courier-Herald, daily, only Sunday paper; aver. for 1907, 14,749. Exam. by A. A. A.

Saginaw, Evening News, daily. Average for 1907, 20,587; April, 1908, 19,662.






### MINNESOTA.






Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, 82,074.






Minneapolis, Farm Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1907, 100,240; for 1908, 108,588.

 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal. Daily and Sunday (C. C.). In 1907 average daily circulation, 76,861. In 1907 av. Sunday av., 72,575. Daily average circulation for April, 1908, 76,712. Average Sunday circulation for April, 1908, 74,603. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.



**CIRCULATION** Minneapolis Tribune W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was **76,608**. The daily Tribune average per issue for the year ending December, 1907, was **101,165**.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1907, **54,989**.

St. Paul, Pioneer Press. Net average circulation for 1907—Daily **25,716**, Sunday **25,465**.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.



### MISSOURI.

Joplin, Globe, daily Average 1907, **17,050**. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circulation 1907, **27,888**. Smith & Thompson, East. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, **10,658** (©). Eastern office, 30 Maiden Lane.

St. Louis, National Farmer and Stock Grower, mo. Actual average for 1907, **104,666**.

### MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, **5,107**.

### NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly. Average 1906, **141,829**.

Lincoln, Freie Presse, weekly. Actual average for 1906, **142,989**.

### NEW HAMPSHIRE.

Nashua, Telegraph. The only daily in city. Average for 1907, **4,271**.

### NEW JERSEY

Asbury Park, Press. 1907, **5,076**. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, **9,001**.

Elizabeth, Journal. Av. 1905, **6,515**; 1906, **7,547**; 1907, **8,611**. Jan., '08, **9,479**.

Jersey City, Evening Journal. Average for 1907, **24,580**. Last three months 1907, **25,928**.

Newark, Eve. News. Net dv. av. for 1906, **68,022** copies; for 1907, **67,195**; Jan. '08, **69,829**.

Trenton, Evening Times. Av. 1906, **18,227**; aver. 1907, **20,270**; last 1/4 yr. '07, aver. **20,409**.

### NEW YORK.

Albany, Evening Journal. Daily average for 1907, **16,895**. It's the leading paper.

Brooklyn, Weekly Record, weekly, 2 cents. Aver. for year 1907, **6,112**. A want ad medium.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, **58,697**.

Buffalo, Courier, morn. Av. 1907, Sunday, **91,447**; daily, **51,604**. Enquirer, even. **24,570**.

Buffalo, Evening News. Daily average 1905, **94,690**; for 1906, **94,742**; 1907, **94,848**.

Mount Vernon, Argus, evening. Actual daily average for year ending April 30, 1905, **4,416**.

Newburgh, Daily News, evening. Average circulation first quarter 1908, **6,088**. Circulates throughout Hudson Valley. Examined and certified by A. A. A.



### New York City.

New York, Army and Navy Journal. Est. 1883. Weekly average, 4 mos. to April 22, '08, **10,185**.

Automobile, weekly. Average for year ending Dec. 25, 1906, **15,312**.

Bakers Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, **5,764**.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Circulation for 1907 **64,418**; 50c. peragate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, **26,611** (©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1907, **8,585**—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, **4,709**.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1907, **7,269**.

The People's Home Journal, **564,416** mo. Good Literature, **458,666** monthly, average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending April, 1908, **9,647**; April, 1908, issue, **10,500**.

The World. Actual aver. for 1907, Morn., **245,449**; Evening, **405,178**. Sunday, **848,885**.

Schenectady, Gazette, daily. A. N. Lietz. Actual average for '08, **15,809**; for '07, **17,152**.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1906, daily **55,266**. Sunday **40,064**.



Troy, Record. Average circulation 1907, **20,168**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1906, **2,625**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, **14,859**.

### NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '08, **7,301**. Aver. for year 1906, **5,180**.

### OHIO.

Akron, Times, daily. Actual average for year 1906, **8,977**; 1907, **9,551**.

Ashtabula, Amerikan Sanomat. Finnish. Actual average for 1906, **10,690**.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1907, **74,911**; Sunday, **88,878**; April, 1908, **75,251** daily; Sun., **84,706**.

Dayton, Journal. First six months 1907, actual average, **24,196**.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. Cir. **445,000**.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, **2,684**.

Youngstown, Vindicator. Dy. av. '07, **14,768**; Sy. **10,017**; LaCoste & Muzzwell, N. Y. & Chicago.

### OKLAHOMA.

Ardmore, Ardmoreite, daily. Average for 1906, **2,445**.

Muskogee, Times-Democrat. Average 1906, **5,514**; for 1907, **6,659**; E. Katz, Agt., N. Y.

Oklahoma City, The Oklahoman. 1907 aver., **20,152**; Mch. 1908, **25,805**. E. Katz, Agent, N. Y.

### OREGON.

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. Portland Journal, daily average 1907, **28,805**; for April, 1908, **29,859**. Vreeland-Benjamin, Representatives, N. Y. and Chicago.





**Portland, The Oregonian** (©). For over fifty years has been the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. *March circulation, daily average \$3,989; Sunday average 42,687.*

**Portland, Pacific Northwest, mo.** average for 1907, 16,000. *Leading farm paper in State.*

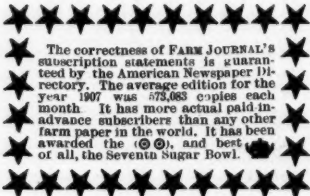
## PENNSYLVANIA.

**Chester, Times, ev'g d'y.** Average 1907, 7,640. N. Y. office, 320 B'way. F. R. Northrup, Mgr.

**Erie, Times, daily.** Aver. for 1907, 18,508; March, 1908, 18,468. E. Katz, Sp. Ag., N. Y.

**Harrisburg, Telegraph Sworn av. Mar. 1908, 15,374.** *Largest paid circ. in H'y or no pay.*

**Philadelphia, Confectioners' Journal, mo.** av. 1905, 5,470; 1906, 5,514 (©).



The correctness of FARM JOURNAL'S subscription statements is guaranteed by the American Newspaper Directory. The average edition for the year 1907 was 573,063 copies each month. It has more actual paid-in-advance subscribers than any other farm paper in the world. It has been awarded the (©), and best of all, the Seventy Sugar Bowl.

The modern way of covering Philadelphia is to use

"THE BULLETIN."

It every evening goes into nearly every Philadelphia home.

NET AVERAGE FOR  
FEBRUARY

**263,723**

COPIES A DAY.

New York Representative  
DAN A. CARROLL  
Tribune Building, New York

Chicago Representatives  
BRIGHT & VERREE  
Boyce Building, Chicago



**Philadelphia, The Press** is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,993; the Sunday Press, 124,006.



**West Chester, Local News, daily, W. H. Hodgson.** Average for 1907, 15,687. *In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news. Hence is a home paper. Chester County is second in the State in agricultural wealth.*

**York, Dispatch and Daily.** Average for 1907, 18,124.

## RHODE ISLAND.

**Pawtucket, Evening Times.** Aver. circulation for 1907, 17,908 (sworn).



**Providence, Daily Journal, 17,712** (©), Sunday, 24,178 (©). *Evening Bulletin 37,061 average 1907 Bulletin circulation for 1908 over 15,000 daily.*

## SOUTH CAROLINA.

**Charleston, Evening Post.** Actual av. age for 1907, 4,251; March, 1908, 4,489.



**Columbia, State.** Actual average for 1908, daily (©) 11,337 copies; semi-weekly, 2,525; Sunday (©), 1908, 13,528. *Actual average for 1907 daily (©) 13,052, Sunday (©) 15,587. Semi-weekly 2,937.*

**Spartanburg, Herald.** Actual daily average circulation for 1907, 2,715. Dec. 1907, 5,967.

## TENNESSEE.



**Chattanooga, News.** Average for 1907, 14,468. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



**Knoxville, Journal and Tribune.** Week-day average year ending Dec. 31, 1907, 14,694. Week-day average Jan. 1908, 14,954. The leader.

**Memphis, Commercial Appeal, daily, Sunday, weekly.** First six months 1907 av.: *Dy., 41,782; Sunday, 61,485; weekly, 81,212.* Smith & Thompson, Representatives. N. Y. and Chicago.

**Nashville, Banner, daily.** Aver. for year 1906, 31,455; for 1907, 36,206.

## TEXAS.

**El Paso, Herald, Jan., av., 9,008.** More than both other El Paso dailies. Verified by A. A. A.

## VERMONT.

**Barre, Times, daily.** F. E. Langley. Aver. 1905, 3,527; 1906, 4,115; 1907, 4,555. Exam. by A. A. A.

**Bennington, Banner, daily.** F. E. Howe. Actual average for 1906, 1,980; 1907, 2,010.

**Burlington, Free Press.** Daily average for 1907, 5,415. *Largest city and State circulation. Examined by Asso. of Amer. Advertisers.*

**Montpelier, Argus, daily.** Av. 1907, 3,126. Only Montpelier paper exam. by A. A. A.

**Rutland, Herald.** Average 1907, 4,265. Only Rutland paper examined by A. A. A.

**St. Albans, Messenger, dy.** Average for 1907, 3,559. Examined by A. A. A.

## VIRGINIA.

**Danville, The Bee.** Av. 1907, 3,711. April, 1908, 5,285. *Largest circulation. Only evening paper. New rate card in effect May 1st.*

## WASHINGTON.



**Seattle, Post-Intelligencer** (©). Av. for Feb. 1907, 22,000; Sunday 29,646; Daily, 22,083; week day 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, Ledger. Average 1907, daily, 18,506; Sunday, 21,798.

Tacoma News. Average 1907, 16,525; Saturday, 17,610.

### WEST VIRGINIA.

Hancock, W. Va. News. Wm. B. Blake & Son, pub. Aver. 1907, 2,524.

### WISCONSIN.

Janesville, Gazette. Daily average for 1907, 3,671; semi-weekly, 2,416; Mch., 05, dy., 4,525.

Madison, State Journal, dy. Actual average for 1907, 5,086.

**Milwaukee, The Journal, eve.,** ind. Daily average for 1907, 51,922; for March, 1908, 54,740; daily rate over Mar., 1907, 2,216. The paid CITY circulation of the Milwaukee Journal is guaranteed advertisers to be larger than is the TOTAL circulation of either of the other evening dailies, and the TOTAL circulation of the Journal to be 3% MORE than is the TOTAL of the TWO COMBINED. The Journal leads all Milwaukee papers in classified and volume of advertising carried.

Milwaukee, Evening Wisconsin, d'y. Av. 1907, 28,089 (66). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1907, 5,650. Examined by A. A.

Racine, Journal, daily. Average for the last six months 1907, 4,876.



### THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Dec. 30, 1907, 56,817. Larger circulation in Wisconsin than any other paper. Adt. \$5.00 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

### WYOMING.

Cheyenne, Tribune. Actual daily average for 1908, 5,126; semi-weekly, 9 mos., '07, 4,294.

### BRITISH COLUMBIA.

Vancouver, Province, daily. Av. for 1907, 12,546; Feb. '07, 12,978; Feb. 1908, 15,618. H. LeClerque, U. S. Repr., Chicago and New York.

### MANITOBA, CAN.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, 16,546. Rates 56c. inch.

Winnipeg, Free Press, daily and weekl. Average for 1907, daily, 36,852; daily Mar. 1908, 35,873; weekly av. for mo. of Mar., 28,257.

Winnipeg, Telegram. Average daily. Mar. '08, 22,755. Weekly av. 27,000. Flat rate.

### QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 108,328, weekly 50,197.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 300,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1907, 69,857 copies daily; the Weekly Star, 129,535 copies each issue.

## THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

### COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

### CONNECTICUT.

MERIDEN, Conn., MORNING RECORD: old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

### DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington. D. C. (C. C. C.) carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

### ILLINOIS.

THE AURORA BEACON publishes more "Want Ads" than any other Northern Illinois newspaper outside of Chicago.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

GALESBURG REPUBLICAN-REGISTER. Daily av. 6,256. Best in field for want ads. 1/2c. a wd.

### INDIANA.

THE INDIANAPOLIS NEWS, the best medium in the Middle West for mail-order classified advertising, carries more of it than all the other Indianapolis papers combined, its total in 1907 being 229,207 ads (an average of 919 a day)—33,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

### AN ENVIABLE RECORD.

During the year 1907 THE INDIANAPOLIS STAR carried 187,578 lines, or 636 3/4 columns more "Want" advertising than any other newspaper in the entire State. THE STAR also gained 636,967 lines, or 1,749 3/4 columns of classified advertising over the preceding year 1906. Rate, six cents per line.

### MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

### MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,730 paid "want" ads. There was a gain of 1,979 over the year 1906, and was \$30,163 more than any other Boston paper carried for the year 1907.



## MINNESOTA.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in April, 198,143 lines. Individual advertisements, 38,092. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash companies order the rate is 1c. a word. No ad taken less than 30c.



THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

CIRCULAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two prices a day; no free ads, prices covers both morning and evening issues. Rate, 10 cents per paper daily.

by Am. News-  
paper Distrib'ry

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

## MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 16c.

## MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,084, Sunday, 15,000.

## NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 5 cents per month.

## NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARGETS. Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

## OHIO.

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient. You want results.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

## OKLAHOMA.

THE OKLAHOMAN Okla. City, 23,305. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

## UTAH.

SALT LAKE TRIBUNE—Get results—Want-Ad medium for Utah, Idaho and Nevada.

## CANADA.

THE DAILY TELEGRAPH, St. John, N. B. is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carry more Want advertisements than any other weekly paper in Canada.

## WHAT'S IN A NAME?

It appears that the board of food and drug inspection at Washington has decided that the term "Mocha" should be restricted to coffee grown in that part of Arabia known as Yemen. We do not find any coffee credited specifically to Yemen in the government's tables of imports, but the record for all Asia tells what we may expect in the way of real Mocha. Outside the East Indies the entire exports of Asia and Oceania to the United States, for the eight months ending with February, came to but 2,554,436 pounds. During the same period our total importations from all parts of the world were 584,072,887 pounds. The reader should meditate upon the figures if he likes to calculate chances and guess how many kernels from Yemen are likely to come his way.—Chicago Record-Herald.

## BUSINESS GOING OUT.

The Freeman-Eskridge Agency, Richmond, is putting out four inches, double column, for the Virginia Brewing Company, of Roanoke, Va. A list of about fifty-five papers is being used.

W. F. Hamblin & Company, New York, are putting out copy running from fifty-six lines to one-half page, in standard monthlies and weeklies, for the New York Central Realty Company.

The Pennsylvania Rubber Company is making contracts with the big dailies throughout the country for Pennsylvania Clincher Tires. The space is five inches double column. The Frank Presbrey Company, New York, is placing the business.

# (((GOLD MARK PAPERS)))

Out of a grand total of 22,598 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (G M).

## ALABAMA.

THE MOBILE REGISTER (G M). Established 1821. Richest section in the prosperous South.

## WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (G M).

## FLORIDA.

JACKSONVILLE TIMES-UNION (G M). Pre-eminently the quality medium of the State.

## GEORGIA.

ATLANTA CONSTITUTION (G M). Now, as always, the Quality Medium of Georgia.

## ILLINOIS.

BAKERS' HELPER (G M). Chicago, only "Gold Mark" Journal for bakers. Oldest, best known.

THE INLAND PRINTER, Chicago. (G M). Actual average circulation for 1905, 15,866.

TRIBUNE (G M). Only paper in Chicago receiving this mark, because TRIBUNE ad brings satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (G M). Best paper in city; read by best people.

## MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,734; weekly, 17,546 (G M); 7.44% increase daily over last year.

## MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (G M).

BOSTON COMMERCIAL BULLETIN (G M). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

BOSTON EVENING TRANSCRIPT (G M), established 1850. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (G M), Boston. Nearly 500 of its 400 advertisers use no other textile journal. It covers the field.

SPRINGFIELD REPUBLICAN (G M). Largest high-grade circulation in western Massachusetts.

WORCESTER OPINION PUBLIQUE (G M), is the only gold mark French daily in the U. S.

## MINNESOTA.

THE MINNEAPOLIS JOURNAL (G M). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## NEW YORK.

BUFFALO COMMERCIAL (G M). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL (G M). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (G M) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (G M). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (G M), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL WORLD (G M). Established 1874. The greatest international weekly. (Cir. audited, verified and certified by the Association of American Advertisers. At weekly cir. during 1907 was 18,394. MCGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (G M). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 10,000 weekly.

THE ENGINEERING RECORD (G M). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

## HARDWARE DEALER'S MAGAZINE.

In 1907, average issue, 21,500 (G M). Specimen copy mailed upon request. D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (G M). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (G M). Actual sales over 1,000,000 a week. Largest high-class circulation.

NEW YORK TRIBUNE (G M), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (G M) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (G M). The foremost authority on city and interurban railroading. Average circulation for 1907, 8,216 weekly. MCGRAW PUBLISHING COMPANY.

VOGUE (G M) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

THE POST EXPRESS (G M), Rochester, N. Y. Best advertising medium in this section.

## OHIO.

CINCINNATI ENQUIRER (G M). In 1907 the local advertising was \$3.15% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

## OREGON.

THE OREGONIAN (G M), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA.

THE PRESS (G M) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 124,066.

## THE PITTSBURG (G M) DISPATCH (G M)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND.

PROVIDENCE JOURNAL (G M), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA.

THE STATE (G M), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## VIRGINIA.

THE NORFOLK LANDMARK (G M) is the home paper of Norfolk, Va. That speaks volumes.

## WASHINGTON.

THE POST INTELLIGENCER (G M), Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (G M), the only gold mark daily in Wisconsin.

## CANADA.

THE HALIFAX HERALD (G M) and the EVENING MAIL. Circulation 18,558, flat rate.

THE GLOBE, Toronto (G M), prevents waste of money. 1 equals results of three other papers.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING  
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,  
NEW YORK CITY.  
Telephone 4779 Eckman.

President, ROBERT W. PALMER.

Secretary, DAVID MARCUS.

Treasurer, GEORGE P. ROWELL.

The address of the company is the address of  
the officers.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES:

Advertisements 30 cents a line, pica measure 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

(In time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.)

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

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New York, May 13, 1908.

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## The New

### Directory

The 1908 edition of Rowell's American Newspaper Directory will be received from the binder day after to-morrow, and shipment will be made as rapidly as possible to purchasers who have placed their orders in advance. The present volume, which marks the fortieth year of continuous publication, seems to be in unusual demand, partially due, no doubt, to the fact that the last copy of the 1907 edition was sold over two months ago. There is no book purporting to give information about the periodical press of America which is nearly so satisfactory as Rowell's, and consequently many persons, who have endeavored to purchase a Directory during the two months just past, have been obliged to withhold the order until the 1908 book appears.

In preparation for the complete

revision which the Directory has undergone this year, each of the papers and periodicals enumerated in last year's edition were communicated with, and an opportunity afforded to make corrections, where needed, to the descriptive paragraph, and to report in detailed form upon the number of copies printed each issue during the year preceding the date of the report. More publishers responded this year than ever before to the opportunity of co-operating with the Directory publishers, in making a reliable book of reference for advertisers. As a result, the number of definite ratings of copies printed which the book contains surpasses all previous years, although the total number of publications listed is smaller than at any time since the 1903 Directory was issued.

Rowell's Directory for 1908 will be pre-eminently the standard reference work upon periodical statistics of America. Its publishers appreciate the high position which the work has held for so many years, and do not intend to allow the value of the book to diminish in any particular.

Orders for the Directory, if placed at once, will be filled out of the first lot of books received from the bindery.

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ONE point about printed advertising often overlooked, is its impersonality. You can tell a man things in an ad that he'd resent if you told him personally. This point is neatly emphasized in a device lately reported from Newfoundland. A campaign against tuberculosis is under way on that bleak coast. Spitting had to be abolished. Children could not tell their parents not to spit, nor parents their children. Somebody made up a lot of floor mats, using old rags, and in the center of each was worked the injunction, "Don't Spit!" These could be scattered about homes, and they made their point in an entirely inoffensive way, even with visitors.



WHEN tulips bloom in Union Square,  
And timid breaths of vernal air  
Go wandering down the dusty town,  
Like children lost in Vanity Fair.

When every long, unlovely row  
Of westward houses stands aglow,  
And leads the eyes toward sunset  
skies

Beyond the hills where green trees  
grow.

Then weary seems the street parade,  
And weary books, and weary trade;  
I'm only wishing to go a-fishing;  
For this the month of May was made.

HENRY VAN DIKE.

THE May issue of the *Inland Printer* contains three superb wood engravings by Timothy Cole, the last of the wood engravers. What a pity it is that woodcuts have been relegated to an obscure position, and one of diminishing importance, by the flat, shallow half-tones of modern days.

KEEN'S Chop House, in New York, the old Player's Club, has this upon a folder just issued:

In a quiet corner, a little table covered with spotless napery, some "olives and radishes nestling in ice," in "Old blue willow delft," a grand "juicy old English Mutton Chop," one "Hot and Mealy Baked Potato," a couple of those "Toasted Muffins, that 'Tankard of Bass' Ale," My own Churchwarden Pipe, a demi of "Private-Estate" Coffee, and a Waiter that Knows His Calling; Then "what care I for fate, I have dined to-day."

THE Boston *Journal* recently issued a circular showing the amount of local display advertising in the week-day issues of the one-cent and two-cent papers of Boston during March. PRINTERS' INK requested similar figures from the *Transcript*, a three-cent paper, and gives the completed table below. The *Transcript* has no Sunday edition, but the paper on Saturday has a larger sale than on other days, and carries more advertising:

Transcript,	640.0	Columns
Post,	462.0	Columns
Globe,	409.2	Columns
Journal,	380.9	Columns
American,	356.4	Columns
Herald,	313.8	Columns
Traveler,	301.9	Columns
Record,	220.7	Columns

The big day for the *Globe* and *Post*, of course, is Sunday, when these papers lead the field.

AN ad of the Holeproof Hosiery Company recently contained the following letter, which reads very much like the old-fashioned Patent Medicine testimonial:

So, MANCHESTER, Conn.

"Last March I purchased from you six pairs of Holeproof Socks for \$1.50.

"I want to say that I have worn nothing else since, and they are, to all appearances, as good as new now."

A great deal is claimed for the Holeproof socks—but it is a new idea to use them as a substitute for other clothing.

ABOUT the strongest point of a medium-price stocking or sock is wearing quality. So on a street-car card advertising George Washington hosiery in New York cars the advertising man, when he came to state the strong points of his goods and found that this was about all, just said it over and over. He said, "They will wear, wear, wear, wear, wear, wear, wear, wear." That, coupled with the fact that George Washington could not tell a lie, ought to drive the point home to any reader.

**More** The following titles are added  
**Bibliography** to the list of advertising books already published in PRINTERS' INK by A. E. Edgar, of Windsor, Ontario:

#### ADVERTISING—GENERAL WORKS.

Edgar, A. E.  
Retail Store, How to Advertise the. Including Mail-Order Advertising and General Advertising. Illustrated. Deposit, N. Y., 1907. 504 pp.  
Shoe Advertising, Fifty Lessons in. Boston.

#### BUSINESS.

Scarboro, Jed.  
Grains of Gumption.

#### JOURNALISM, HISTORY OF NEWSPAPERS, ETC.

Luce, Robert.  
Writing for the Press. Boston.

#### MISCELLANEOUS.

Cody, Sherwin.  
The Art of Writing and Speaking the English Language. 4 volumes. Chicago.

#### TYPE—TYPOGRAPHY.

McDermott, N. B.  
Typographic Style Book. 76 pp.



THE advertising agency of Nelson A. Chesnutt & Co., Philadelphia, has moved its offices to 132 South Third street.

THE C. Ironmonger Advertising Agency, New York, now occupies offices in the new Evening Post Building on Vesey street.

THE Davenport, Iowa, *Times*, which has long been in the habit of furnishing detailed information regarding its circulation, has now passed the 14,000 mark.

R. R. DONNELLY & SONS COMPANY, of Chicago, has just completed a catalogue for the Milburn Wagon Company, which has probably never been excelled by any other wagon catalogue in excellence of typography or illustration. The Donnelly Company is responsible for all the work,—designing, engraving and printing.

WHEN one answers an advertisement that is certain to bring out a lot of other answers—as an application for a position—it is well to fix up your reply so that it will stand out from the bunch. Colored envelopes won't do it. But a large official envelope will, usually—a No. 10. Few envelopes of that size are used in correspondence of this character, and the big one has to be opened to get it out of the way.

JOHN J. HAMILTON, formerly of the Des Moines *News* but more recently of the *Iowa Homestead*, is a candidate for the Republican nomination for Governor of Iowa, with the backing of the Iowa Anti-Saloon League. The nomination will be made by a primary election to be held June 2d. Mr. Hamilton's competitors are State Auditor Carroll and Lieutenant-Governor Garst, representing the "standpat" and "progressive" factions respectively, while he is identified with neither faction, and is urging the abandonment of factional divisions.

A. L. MARKS has resigned as eastern advertising representative of *Engineering Contracting*, and is associated with the *Engineering Digest*, New York, in the same capacity.

AN excellent device to insure a reply to a letter is reported from Chicago. Some people enclose a self-addressed stamped envelope. But a Chicago man, asking for information, encloses a self-addressed envelope with a ten-cent stamp and the words "Please register reply." It usually works well, for the recipient hastens to reply to a man who wants information so badly.

A BURGLAR insurance company that, for twelve years, had sent to it from a clipping bureau every item relating to a bank robbery, and followed the items up, recently cancelled its orders. There was no more business in that form of advertising, for some reason. Later, the reason was discovered. American banks now pay a detective agency so much a year to protect them against burglars and robbers, and the agency puts away a bank crook one year for every \$25 lost through crime.

AN excellent cost-comparison ad is now running in farm papers for Litholin collars, made of waterproof linen. The cost of a year's ordinary collars and cuffs is scheduled thus:

2 doz. Collars at \$1.50 . . . . .	\$3.00
1 doz. pair Cuffs . . . . .	\$3.00
Laundering Collars 365 times . . .	\$7.30
Laundering Cuffs 150 times . . . . .	\$6.24
	<hr/> \$19.54

One half dozen Litholin collars cost \$1.50, and four pairs of the cuffs \$2, and you wipe them clean yourself with a damp cloth, with the result that \$16.04 is saved on the year. Most cost-comparisons look a bit "doctored," but this one is understated if anything—who ever had two dozen collars that would stand being washed a year? And, by the way, how little foolish advertising copy one sees in the farm papers.

THE Des Moines *Capital* in April gained 3,449 inches of advertising over the corresponding month a year ago.

SOME roofing concerns make a point of sending tacks, cement and all trimmings in the roll, advertising "Everything but the hammer." Now comes the Mica-Moid Mfg. Co., of St. Louis, and carries the thought further with the phrase "All you need is a hammer and that's free." This company sends a hammer with the roofing. This would make a good retail argument.

In Loft's candy stores, New York City, they have an unusual method of tracing advertising to the various papers. Loft's ads are a closely set mass of fine type special items for a stated day, printed twice or oftener each week. Customers clip the ad out in many cases and bring it to the store for reference. Then the slip is dropped on the floor, and all these clippings are picked up and tabulated. Just a little extra inducement would lead everybody to clip out the ad and hand it in over the counter.

THE value of enclosing return envelopes was lately demonstrated in a striking way in the experience of a New York business man who received an order, with money, in a return envelope fifteen years old. While at college he devised a plan for raising money for churches, and advertised it for sale at a few dollars, using circulars with return envelope enclosed. The scheme paid his way through the university. Since graduation he has been in several lines of business, and the scheme of his college days had virtually been forgotten. But some interested party kept it in mind, and preserved the return envelope, and fifteen years later came an order from a town a thousand miles away from the college itself. You never know how long it will take for some people to make up their minds.

## METROPOLITAN MAGAZINE



THE METROPOLITAN MAGAZINE CO.  
307 WEST 29<sup>th</sup> STREET NEW YORK

One advertiser writes of THE METROPOLITAN: "Taking honest advertising value, dollar for dollar, as a basis, we unqualifiedly recommend METROPOLITAN as an advertising medium that reaches a class worthy of any advertiser's best and honest efforts."

FREDERIC A. COOLIDGE, formerly of the *Electric Review*, New York, has become advertising manager of the General Compressed Air & Vacuum Machinery Co., of St. Louis, Mo.

GEORGE W. BEST, who has been in charge of the summer resort advertising of the New York *Tribune*, and who attended to the business affairs of the *Tribune Farmer*, is leaving his position after many years' service.

SOMETIMES it is worth while to disguise a circular so that a man cannot help opening it—perhaps first. One of the best things the Little Schoolmaster has ever seen in this line was the sealed official envelope sent out some weeks ago by the Curtis Publishing Co. It looked like a writ or subpoena, and in the upper left-hand corner of the envelope was printed the words "First Court of Appeal." The appeal was entirely a circulation one, but it got a hearing.

THE Indianapolis *Star* is in the hands of a receiver.

THE suit against the Dayton, Ohio, *News*, brought by the National Cash Register Company, has been dismissed.

THE Nashville, Tenn., *American* has been elected to membership in the American Newspaper Publishers' Association.

**Citizen Has Doubt Marks** In PRINTERS' INK for February 12 it was stated that the Brooklyn *Citizen* had furnished Rowell's American Newspaper Directory with a detailed statement of copies printed during the twelve months of 1907. After the paragraph appeared, one or more persons, who claimed to know, stated to PRINTERS' INK that in their opinion an inspection of the *Citizen's* office records would not bear out the truth of the paper's detailed report. Thereupon the *Citizen* was sent the following letter:

NEW YORK, Feb. 28, 1908.  
 Publisher of *Citizen*, Brooklyn, N. Y.:  
 DEAR SIR—We received from you several weeks ago a detailed statement of the *Citizen's* circulation, for the year 1907. We wish to know if you will allow our representative to go to your office and verify the correctness of the statement furnished us. It would be necessary for you to place the necessary facilities at the disposal of our examiner, including paper bills, ink bills, freight receipts, cartmen's receipts, etc. The verification of your statement would be made without any cost to you.

Yours very truly,  
 PRINTERS' INK PUBLISHING Co.

The only reply to this letter came over the telephone, and was not deemed wholly satisfactory. In the 1908 edition of the Directory, the so-called Doubt Marks will be accorded the *Citizen*, the meaning of which is as follows:

### The editor of Rowell's American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper; but to this offer the publisher's response was not such as to entirely remove the impression of doubt that had been cast on the accuracy of the statement furnished.

THE Minneapolis *Journal* claims to have broken all advertising records in the Northwest in April, with a total of 819,896 agate lines. The *Journal* showed a gain of 120,428 lines over April, 1907. The paper has shown large gains in advertising every month in 1908 over the same months of last year.

THE Advertisers' Club of Cincinnati held its second quarterly dinner on April 28th. Thomas Balmer was present, with some "Balmerisms," and Leo Mielziner, sculptor and art critic from Paris, told about American advertising from a Parisian's standpoint. The PRINTERS' INK correspondent states that the whole affair was a "very handsome function."

LONDON's leading department store, Waring & Gillow's, makes a specialty of distinguished visitors. If a Grand Duke turns up in London they usually get him to visit the store, and good newspaper notices always follow. When the place was opened the King himself visited it, the establishment being closed to the public for half a day while Royalty was looking through. Likewise, when the German Emperor visited London last fall he was taken to Waring & Gillow's, and this was the sort of notice his visit got in the London *Times*:

The Emperor drove in the afternoon to Messrs. Waring and Gillow's establishment. He was particularly interested in the suites of rooms arranged to represent small completely furnished houses, and greatly admired the £200 model house, the features of which he studied with obvious interest. The models of the firm's new premises shortly to be erected in Berlin were shown to his Majesty, who observed that this was a treat in store for the German people and suggested that some samples of inexpensive rooms should be added. The Emperor passed over an hour and a half in the buildings, and on leaving expressed his thanks for the great pleasure which the visit had afforded him.

Emperors, Kings and Grand Dukes are rather scarce in this country. But we have plenty of governors, mayors and visiting notables. It might be a good thing to get them around to the store when they're in town, and see if there isn't something there to interest them.

## Mr. L. B. Jones said—

"Poster pages in color offer a great aid to smaller ads in black and white.

"Forcefully and attractively used, with good illustrations and just a few words to the point, they put people in the proper frame of mind for listening to more extended argument later on.

"They bring the bill-board into the home. A 10 x 14 color page in the hands of the reader is larger to his eye than a 16-sheet poster across the street.

"It has the force of the bill-board, and it expands that force at the psychological moment. It does its talking to the family when they are in the most receptive mood—to Father while in his slippers and house coat; to Mother after the babies have gone to bed.

"If the design and color be pleasing and the argument brief and convincing, the poster page will make a proper impression on the family and will quickly and effectively aid the smaller ads in black and white containing a more extended argument as to why the goods should be bought."

For more facts about these poster pages, and how they have brought great profit to other national advertisers, write to

# Collier's

*The National Weekly*

E. C. PATTERSON

Manager Advertising Department

NEW YORK

BOSTON

CHICAGO

## HUMAN NATURE IN ADVERTISING.

Advertising goes straight for the appetites, desires and pride of Man, and likewise to his wife and children. Sometimes it goes straight for their vanities, weaknesses or credulity.

Therefore, it ought to be very human.

But it isn't, always—not by a long shot.

Much of the advertising printed has a purely pedantic appeal. It lacks red blood in its text, and horse sense in the way it is placed.

The best way to illustrate the difference between a really human advertising appeal and one that smells of the lamp, is to tell the story of a canned plum pudding.

This was an especially fine canned food article, selling for a good price, made by a house that is almost the equivalent of Tiffany's in that industry. Sales through the regular channels of trade had been so large and constant for many years that the manufacturers thought a little general advertising for this pudding might make them larger. So an appropriation was made, and plans considered.

Now, if this proposition had been laid before a pedantic advertising man, he would probably have reasoned about this way:

Here is a *de luxe* article. Only the bluestocking trade has ever bought it. The price is a trifle high for a food article—too high for Bridget O'Grady. So we must use either the thirty-five cent magazines going to the very best people, or the newspapers with a small, select, bookish following. We must talk to these bluestocking readers in the bluestocking language. We must be ornamental, dignified, unusual.

But this plum pudding account fell into the hands of an agent who had been a police reporter in his youth, and he reasoned it out in the light of a police reporter's knowledge of human nature, thus:

This has been a bluestocking article for years. Therefore, chances are, all the bluestockings

know about it already, or at least their grocers carry it in stock. The price is high. But I can't see that this should put it out of the reach of Bridget O'Grady. It is true, Mrs. O'Grady cannot afford to eat this plum pudding every day. But the bluestockings don't eat it every day either—they couldn't digest it. It isn't an everyday article for anyone, but an occasional luxury. Now, when Mrs. O'Grady has a guest, she seldom stops at prices in setting her table. Nothing is too good to place before her company. The hospitality of the poor is prodigal. They spend a good deal more, proportionate to income, than the millionaire who gives a monkey dinner. Therefore, it seems to me that this pudding ought to be advertised in papers like the *New York World* and *Chicago Daily News*, so that Mrs. O'Grady can hear about it and buy something new and luxurious for dessert when she entertains.

How shall I talk to her? The conventional way of the pedantic advertising agent would be to make things simple and easy for Mrs. O'Grady to understand, to set the ads in the black type that is supposed to be the only sort that plain people can read—in a word, to *talk down*. But I don't believe Mrs. O'Grady need be talked down to at all. I'm going to talk to her as though she belonged to the smart set. I'm going into the newspaper she reads every day, which is filled with wood-letter bargains, and talk to the bluestockings. Mrs. O'Grady has a legitimate human interest in the rich, as anybody may see in the articles that newspaper prints about the smart set. I'm going to put into Mrs. O'Grady's newspaper precisely the sort of dignified and unusual advertisements of this plum pudding that I should put into the *Boston Transcript* or *New York Post*. Suppose she had never seen those papers, but got hold of a copy by chance. Likely enough the solid type articles wouldn't interest her. They'd make her head ache. She gets

her news in headlines and diagrams, and isn't accustomed to Purposes and Problems. But she'd understand the *ads* in those papers, and read 'em, too, and be interested in looking over the smart set's shoulder, and maybe try some of the things that the bluestockings eat. So I'm going into the *New York World* and *Chicago Daily News* with advertising that she will read, as it were, over other people's shoulders.

That was about the actual line of reasoning with this commodity.

Moreover, it was carried out along the line indicated, and has proved one of the most successful of food campaigns, pro rata to the expenditure.

Pedantic advertising lacks red blood because the men who write and place it have chiefly a closet or office acquaintance with people. One trait invariably marks the man who doesn't "mix" with his kind—he is unable to understand people unless they are grouped into classes. He thinks of the well-to-do class, and talks to them in print like a snob. He has a pigeonhole in his brain where the folks who work for a living are all segregated, and when he talks to these he specifies wood-type and patronizes them as though they were menials.

At one of the *New York* theaters a new "society" play was being rehearsed under the eyes of the manager and the playwright. Its scenes were laid at Newport and in upper Fifth Avenue. The manager complained that the actors were not dignified and formal as society people should be.

"Make it true to life among the smart set," he insisted. "You, there, Frothingham—when you come on, don't loll as if you were loafing in Third Avenue. Have manner—tone—bearing—race. The smart set don't act that way."

"I beg your pardon," interrupted the author of the play, "but that's just what the smart set *does* act. It lounges and lolls all over the shop. If you fancy that society is made up of Beau Brummels, you will be greatly disappointed."

Most advertisements with an appeal to the well-to-do are "staged" about as this manager wanted his play produced. The advertising man in his coop of an office, unmindful of the fact that a good many rich people are fools, writes copy on the assumption that a painful amount of intelligence goes with the possession of money. And he is forever fearful, in writing for the plain people, that he will talk over their heads. But as a matter of fact, when he goes over anybody's head at all, it is just as likely to be the head of a rich man as of a poor one.

Money is no indication of tastes, habits and education.

Some years ago Tiffany's received an illiterate scrawl asking for a catalogue. The dignified advertising of this house is a fixture in the magazines, and a sumptuous catalogue is offered. The last costs so much per copy that discriminate distribution must be made. Inquirers are usually looked up for commercial rating when there is any doubt. This scrawled note was such an inquiry as Mike O'Grady might have written. On the mere surface appearance it would have been tossed into the waste-basket and ignored. Strictly a case of "Nothing doing *there*." But they looked Mike O'Grady up in Dun's, and found him rated at a million, and an "A" credit risk. Investigation showed that Mike had nearer ten millions than one. So no time was lost in sending him the catalogue. He apparently knew how to make money, despite his penmanship. He may have been a plain living, hard thinking citizen himself, but he had children and grandchildren, and knew how to make them Tiffany presents.

Another incident in the same house shows that no mere classification of people on paper will hold in everyday life. Tiffany's once used a local paper in an aristocratic neighborhood on the assumption that an extremely *bong-tong* class of householders would thus be approached in their own homes. The number of



inquiries received after a week or two far exceeded those from general magazine advertising. These letters were impeachable in form, and came on monogram stationery. It was thought that a new advertising medium of marvelous potency had been discovered. But, lo! when the inquirers were looked up, it was found that most of them were valets, maids and butlers of those fine families! They read the local paper and answered the ads.

Much of our present-day advertising overdoes classification. Sometimes the advertiser writes "classy" copy because he has set definite limits in his own mind as to who can afford to buy his goods—or who is poor and illiterate enough to be gulled by them. Again, the men who sell space have encouraged classification as a talking point. Some strong distinction must be drawn between a thirty-five cent magazine and a ten-center, or between a three-cent daily paper and a penny dreadful.

Up to a certain point it is, perhaps, necessary to sort people into classes. Some communities in this country have so large a proportion of immigrants who cannot read English yet that in retail advertising it has been found best to trust to pictures of goods with a large black price. These two facts bring the immigrants to the store. But such sorting does not go far, even among immigrants. It is entirely a local affair, and accomplished by using the proper newspapers. When it comes to a general campaign in magazines, "class" distinctions are superfluous and offensive.

We undoubtedly carry classification too far. If the advertiser forgets classes and masses, and strikes a happy medium between the two, and keeps his attention centered on telling a plain story about goods, it is reasonably certain that readers will classify themselves. At best, classification is a guess at the reader's intelligence or income, and usually a poor guess at that.

Many a commodity is pitched

either too high or too low in its advertising copy. Men's clothes are a good instance of the first. Chewing gum is an excellent instance of the other.

Most of the men's clothing advertising is aimed at the college trade. Strong emphasis is put on the fact that trademarked lines are being worn at the colleges. Pictures of men in their clothes are almost invariably college scenes, and the fact that undergraduates wear them is advanced as the cardinal reason why everybody else should. But there are only about 200,000 students enrolled at the universities, colleges and professional schools of this country. Many men have a decided aversion to wearing what college boys wear, and prefer the more conservative clothes worn in business. An appeal to business men would cover infinitely more ground. Likewise, chewing gum was once assumed to be the especial tid-bit of sections like the East Side of New York, and its advertising long followed the extremely elemental lines supposed to be essential in persuading the Mollies and Katies of shop and factory. But chewing gum is an excellent after-dinner confection, and has a distinct value as a hygienic mouth-cleanser. When the advertising copy was given a little more tone, and the manufacturers stopped guessing as to the intelligence of consumers, chewing gum was sold more widely.

Classification is always a guess in the wrong direction when the pedantic man makes it. He guesses that Bridget O'Grady is not in the market for a canned plum pudding, because the price is such that she cannot afford it. But if he knew Mrs. O'Grady in the flesh, he would advertise his plum pudding to her just because she *can't* afford it, for that is a good reason why she should want it if it is properly set before her. This would be the guess of the man who "mixes," and when it comes to advertising, he is the only man entitled to classify.

ECONOMY may be the road to wealth, but nine-tenths of those who are compelled to travel it never reach the goal.



## BOSTON ITEMS.

Wood, Putnam & Wood are sending out some additional orders for the advertising of H. W. Dunning & Company, Tours.

Mail-order papers are receiving large contracts from Dr. R. E. Sproul for his summer campaign. Most of the copy runs into pages.

James T. Wetherald is adding a few papers to the Comfort Powder list. The advertising runs for 14 weeks, during the summer months.

The Boston & Maine Railroad is putting out a small line of business in sporting and recreation papers exploiting Maine and its summer resorts.

The Wyckoff Agency is now placing the advertising of the Massachusetts Correspondence Schools, copy for 14 lines going out to a number of publications.

A new medical advertiser has appeared in the field of mail-order papers. The man is H. P. Clearwater, Hallowell, Maine. He is using large copy in an extensive list.

Twenty-five line copy is being used in magazines by the C & H Arch Shank Co., Brockton, Mass. The business is going through the Morse International Agency.

The H. B. Humphrey Company is placing contracts for the advertising of Codman & Company, dealers in liquors and cigars. Boston and New England papers are being used.

The Malden Burnt Novelty Company, 70 Waite street, Malden, Mass., is asking rates from mail-order papers throughout the country for a line of burnt wood novelties and outfits.

The New England Advertising Agency has moved from 102 Hanover street to larger offices in the Exchange Building, 53 State street. This agency places mail-order business exclusively.

The J. C. Ayer Company, Lowell, Mass., is not renewing any expiring contracts this summer. The regular list of newspapers will be made up in August or September, and contracts will go out at that time.

High-grade furniture is being advertised by Wm. Leavens & Company, Canal street, through the Boston office of the J. Walter Thompson Company. Magazines and papers appealing to the suburbanite are chiefly sought after.

Whitall's, Worcester, Mass., are contracting with high-grade magazines and women's publications. Space varying from fifty-six lines to a half page is being used. The business is placed by the Homer W. Hedge Agency, New York.

The F. P. Shumway Agency is sending orders to several magazines for the advertising of Hewes & Potter "Bulldog" Suspender. Orders are also going out from this agency to trade papers for the advertising of the Simons Saw Company, Fitchburg, Mass.

The advertising of the E. T. Smith Coffee Company, Worcester, Mass., is being placed by the Shumway Agency.

Orders are going out from the Chas. H. Fuller Boston office for the advertising of the Tremont Wine Store and the Castle Square Hotel. Front page space is being used wherever possible.

L. C. Page & Company are advertising their new book "The Call of the South" in a number of newspapers and literary publications. Contracts go through the Morse International Agency.

The advertising of Bonet & Company is placed by E. D. Kollrock, 6 Beacon street. They are advertising a line of hair goods in women's publications. This agency is also planning to put out some advertising in dailies for the Copley Square Hotel in exchange for accommodations.

The E. W. Hoyt Company, Lowell, Mass., manufacturers of Rubifoam, are stopping all their contracts for advertising as fast as they expire. This product has been advertised in the leading magazines for a great many years, but owing to present conditions they plan to stop all advertising.

The Cuban Commercial Company, Journal Building, is sending out letters to all papers in New England, and several in the Middle States, asking them to insert quarter page advertising daily for two months. Nothing is said about payment. F. E. Baldwin, secretary of this company, has been associated with several financial schemes in the past. Cash transactions are advised.

## IN WINNIPEG.

WINNIPEG, May 2, 1908.

## Editor of PRINTERS' INK:

In your issue of April 29th, on page 24, you published a paragraph stating that the Winnipeg *Free Press*, by means of graphics, has discovered a "novel" way of showing up the newspaper situation in this city. I admit the "novelty" of the plan, but it in no way reflects the true condition here. As the *Telegram* has shown, this is not the first time the *Free Press* has manipulated circulation figures and indulged in deceptive phrases, with the object of misleading advertisers. This latest attack on a rival newspaper is so rich in falsehood and deception, so misleading in the adroit use of half truths, that the *Telegram* was able to print in its issue of April 18th not only a complete and effective answer to this malicious circular, but was able to show the motives of the *Free Press*, in its latest endeavor to create the impression that Winnipeg was a one paper city.

As an illustration of the methods adopted by the *Free Press* to mislead advertisers, it takes eleven specially selected streets (which, of course, are the best streets in the city from the standpoint of that paper), and shows that the *Telegram* had a circulation on

these streets of 181, whereas the correct figures are 939. They arrived at this conclusion by the simple expedient of comparing the total number of homes reached by the *Free Press* with the number of homes reached by the *Telegram* exclusively. The absurdity of taking eleven specially selected streets, for indicating circulation figures for the whole city, is absurd on the face of it, but even this comparison, so grossly favorably to itself, the *Free Press* has not presented fairly.

On the eleven streets named it so happens (if the *Free Press* has correctly stated its own circulation) the *Telegram* has less circulation than its contemporary, but there are many streets in the city of Winnipeg in which the *Telegram* leads. The point is that the *Free Press* attempts to found an argument on the comparison between its total circulation and the *Telegram's* exclusive circulation, a proposition which is too ridiculous to be discussed. The two papers unquestionably go together into some Winnipeg homes, but they are so constituted, politically, that there must necessarily be a distinct field for each, and for the *Free Press* to claim supremacy in any considerable number of homes, where its political morals are odious, would be impudent if it were not humorous.

The relative strength of the two papers in Winnipeg is illustrated from time to time in your "Roll of Honor." In the issue of your journal containing the paragraph in question, the *Free Press* daily circulation for March, 1908, is quoted at 35,373, and the weekly at 28,237. The *Telegram* circulation, daily, is given at 23,875, and the weekly at 27,000. This fairly represents the relative circulation strength of the two papers here, and while there may be, as in other places, some duplication, it is no more possible for an advertiser to cover Winnipeg, the third largest city in Canada, by using the *Free Press* exclusively, than it is to cover any large American or Canadian city of the same population by the use of a paper that is known to reach but one-half the possible subscribers. In the American as well as in the Canadian cities, political lines mark the strength of the leading papers. This is the situation in Winnipeg.

In the last Provincial election the local Conservative Government carried three out of four of the city seats, and throughout the Province of Manitoba was sustained by a majority of about three to one. The *Telegram* is the chief government newspaper here, and to those familiar with the local situation it is the height of absurdity to claim that the opposition, or Liberal newspaper, is of any value to advertisers in the homes where the *Telegram* is the paper of choice.

The *Free Press* circular was, as you state, issued for the purpose of misleading advertisers into the delusion that it was only necessary for them to use one paper here to cover the field. The object of this latest attack on the *Telegram* is well known here, and

since you have quoted this pamphlet we ask the privilege of stating that, in the judgment of advertisers generally, this attack of the *Free Press* was inspired solely because the management feels keenly the pinch of competition. The *Telegram's* growth, especially during the past two years, in circulation and advertising, has effectually disposed of the theory that any one paper could dominate a great territory like the city of Winnipeg.

In proof of this assertion it need only be stated that during the past nine months the daily *Free Press* has lost nearly 2,000 readers a day, while the daily *Telegram* has gained 740 readers a day. The weekly *Free Press* showed an increase during the year of 8 per cent; the weekly *Telegram* showed an increase in the same period of 37 per cent. But there is another motive for this misleading circular, and it is to be found in the fact that during the last few months the *Free Press* has shown a falling off in advertising revenues of several hundred dollars a day as against the same period last year.

The *Free Press* circulation, daily and weekly, during the last year, shows an increase of one-fifth of one per cent. The *Telegram* circulation, daily and weekly, in the last twelve months, shows an increase of 10.3 per cent. Since July, 1907, the *Free Press* has only been able to show an increase in two out of the eight months, while the *Telegram* shows an increase in six out of the eight months. The course of the *Free Press* circulation from March, 1907, to 1908, was generally down hill; the course of the *Telegram* circulation for the same period was steadily upward.

The house-to-house canvass for the religious census taken in this city in November last showed that there were over 35,000 family heads in Winnipeg, or, in other words, a possible circulation for newspapers. What is termed the "family heads" is meant either a father or mother of a family, or single men and women not living with their parents. It was from these that the census enumerators collected cards. If, as is claimed, the *Free Press* has a circulation in Winnipeg of about 17,000 it is not unreasonable, surely, to state that the other half of the population are subscribers to the *Telegram*. The local or city circulation of the daily *Telegram* exceeds 15,000. To be exact, it was to-day 15,168. If, as the City Assessment department shows, there are twenty thousand homes in this city, the *Telegram* is read in over 75 per cent of the English-speaking homes. Advertisers here and elsewhere recognize the force of this illustration; and very few, if any, confine their advertising exclusively to the *Free Press*. On the contrary, it can be shown that at present many local and outside advertisers use the *Telegram* exclusively, because they find this paper, circulation and rate considered, gives advertisers more for their money.

Yours very truly,

C. A. ABRAHAM,  
Business Manager *Telegram*.

## Success Magazine

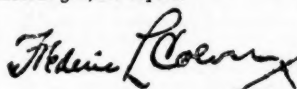
*A Periodical of American Life*  
SUCCESS MAGAZINE BUILDING  
New York

### To Advertisers:

The biggest task of all our recent moving was the careful and systematic handling of *twenty-four miles* of index cards (if placed end to end) that make up "Success Magazine's" list of actual subscribers' names. We had to move them quickly, too, so that no subscriber's copy would fail to be delivered on the usual date.

If you could travel *twenty-four miles* and find a possible customer every *five inches* of the way it would be worth while going along that route at least twelve times in a year, wouldn't it? See the point?

The total monthly edition circulated exceeds 300,000 copies.



Advertising Director

## The Bulletin

—the only evening newspaper published in San Francisco. Covers the entire field. Has a larger daily circulation than any Pacific Coast publication.

**Daily Average 1907**

**85,768**

**NO PREMIUMS USED**

## Sunset

THE MAGAZINE OF  
THE PACIFIC COAST  
AND THE FAR WEST.

ACTUAL  
CIRCULATION  
APRIL, 1908

**115,000**

Send for Sworn Statement,  
Rates and Letters from

**SATISFIED  
ADVERTISERS.**

948 Flood Building  
SAN FRANCISCO.

**1,000 per cent**

OF THE

**ORIGINAL INVESTMENT**

BOSTON, MASS.,  
April 28, 1908.

I take great pleasure in sending \$5.00 for four (4) years' subscription to PRINTERS' INK, and I wish to say that I think it is the best investment an advertising man can possibly make, because it returns about 1,000% of the original investment.

Wishing you a great deal of success, I beg to remain,

Very truly yours,

E. J. GOULSTON.



## **"The Colgate Hobby"**

William Colgate started making "American Soaps for American People" at No. 6 Dutch Street, New York City, over a century ago.

Since 1806, the business headquarters have been located on the same spot, where you will now find the New York office of the present owners—"Colgate & Company—makers of Soaps, Perfumes and Toilet Articles."

The concern is known all over the world, and Colgate & Company say "A century-old reputation is a temptation. We might lie back upon it very comfortably for a generation at least."

But the members of the House of Colgate also say, "We are not constituted that way. The Colgate spirit is exemplified in 'the hobby,' ridden by the firm for the past four years. We have come to the conclusion that making toilet articles as good as they can be made is not *enough*. To more fully deserve the patronage of the public, we make the packages that contain these articles as convenient and as original and tasteful in appearance as they can be made."

This, the members of the House of Colgate say, is "The Colgate Hobby." They also claim that "its hard riding has given the public, not only the most superior Soaps, Powders and Perfumes on the market, but also such original packages as the Nickeled Box for the Shaving Stick, Screw Top Container for Talc Powder, and finally the new Dental Cream Tube that emits its contents in a dainty ribbon flat on the brush."

The firm believes that this last "package innovation" will prove even a greater success than those which preceded it and, in planning their advertising campaign to popularize its use, they have spared no pains to get at the bottom of all claims made for every advertising medium suggested.

The following letter is self-explanatory:

MR. C. C. VERNAM,

Gen'l Mgr., *Ainslee's Magazine*.

DEAR SIR:—It gives us pleasure to enclose our order for Colgate & Company's new Antiseptic Dental Cream advertisements for the back covers of your "Popular Trio." You may be interested to know that these are the first, and thus far, the only back covers ordered for the Dental Cream campaign.

We regard "*Ainslee's Magazine*" as one of the very best mediums for reaching the better classes—especially women.

Very truly yours,

FRANK SEAMAN INCORPORATED.



## The Colgate Reputation

Colgate & Company have a catch-line which has been used to good advantage in many of their advertisements.

This catch-line reads—"The name 'Colgate' on a toilet article corresponds to the 'Sterling' mark on Silver."

A clever advertising man recently adapted this catch-line as follows: "The name 'Colgate' in a magazine's advertising pages means to that magazine what the 'Sterling' mark means on Silver."

This is because Colgate & Company never buy space carelessly.

Each medium suggested must *prove* its claims before there is any possibility of its being used to advertise the Colgate products.

Therefore—the selection of "The Popular Trio" of magazines (Ainslee's, Popular and Smith's) as the mediums through which to fire the "first gun" of a new advertising campaign is significant.

These magazines were selected only after a most exhaustive investigation of the facts and statements shown in regard to the value of these magazines as advertising mediums.

Ainslee's	.	.	250,000	copies per month
Popular	.	.	330,000	copies per month
Smith's	.	.	150,000	copies per month
Total	.	.	730,000	copies per month

When the investigation was completed, Colgate & Company *knew* Ainslee's, Popular and Smith's Magazines, with their combined circulation of over 730,000 copies per month, at the rate of 74 cents per page per thousand, to be a good purchase.

Colgate & Company were convinced that their advertising in "The Popular Trio" would reach a *large number of buyers at the least comparative cost.*

Colgate & Company's faith in this fact came from *knowledge of results* secured by other advertisers from using the advertising pages of "The Popular Trio."

Is this interesting—*to you*—as an advertiser?

Is not **NOW** the time to be governed by facts, costs and results in the selection of your advertising mediums?

Let us put before you *all the facts* concerning results secured by advertisers who use "The Popular Trio"—Ainslee's, Popular and Smith's Magazines.

General Manager  
7th Ave. and 15th St., New York City

## The "Quality Quartet"

A large Western Advertiser wrote us recently:

"I must congratulate you.

"For many years the magazines that reach the better sort of people have been regarded as a trio;—Harper's, Scribner's and the Century. Since the combining of **Putnam's** and **The Reader**, the group of the best magazines, must be regarded as a 'Quartet.'"

Our friend is right.

Live advertisers realize it as well as we do.

**Putnam's** and **The Reader** is essentially a magazine of quality. It avoids the sensational clap-trap of the so-called "popular" magazines. Its appeal is made to cultivated and intelligent people and among such people it has found its clientele.

It will pay you to use **Putnam's** and **The Reader**.

Compare it carefully with any of the other magazines forming the "Quartet" and see if you don't agree with us.

**Your list is incomplete without PUTNAM'S.**

### PUTNAM'S AND THE READER

27 and 29 West 23d Street, New York

337 Marquette Building, Chicago

6 Beacon Street, Boston



# COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of *Printers' Ink* will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

Here is a hat advertisement, the illustration of which is not all that it should be. It is too weak and flat to be either attractive or striking.

In a small magazine advertisement an illustration must be more than artistic—it must be strong, vigorous and clear enough to stand out in a manner which will attract attention. Otherwise the advertisement is pretty sure to be passed over unnoticed.

The design marked No. 2, while

magazine advertisement, it loses all the qualities that made it useful and becomes ineffective and almost silly; all of which goes to

*"The Straw Without a Flaw"*



**"Many Men—Many Minds"**

In Straw Hats, as in everything else. There's a "B. & K."  
 Straw for every face and every fancy.  
 Sole, Sewal, Milan, Mackinaw, Bangkok is a system—just  
 is the finest of its class if it carries

**THIS LABEL**



Exclusive Style

In the Crown or under the Leather

"B. & K." Straws have the only genuine style—that which is put in by hand. The brims are the pliest and evenest, the workmanship is admirable and the shapes reflect the most advanced American and European fashions.

For sale for all good haters. If you cannot find "B. & K." Straw Hats in your town, write to us for the name of a dealer near you. Beautifully illustrated Fashion Booklet "E" of Summer Straws FREE. Write for it.

BLUM & KOCH, 84 to 90 Fifth Avenue, New York

**No 1**

practically the same, so far as style and arrangement are concerned, is vastly different in treatment and effect.

This Wood's School advertisement is a strange sort of thing. The same idea in practically the same form was used some time ago as a poster, and it made quite an effective and interesting poster. Used in one color, in a

**"THE STRAW WITHOUT A FLAW"**



**No 2**

show that a picture which makes a good poster does not necessarily work out well as a small

**THE WOOD'S**  
 Business Shorthand School  
 57th Ave. on 125th St.

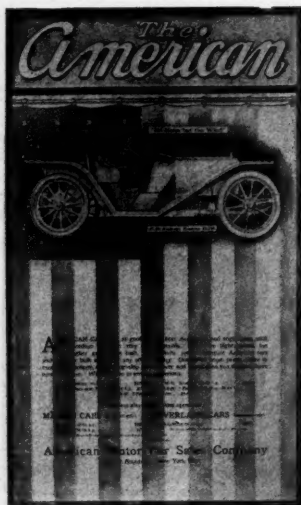
advertisement printed in one color.

The use of the American Flag, or anything which closely resembles it, as the background of an advertisement is in distinctly bad taste. This American automobile advertisement is pretty sure to create an unpleasant impression.

The American Motor Car Sales Company would certainly not dream of printing an advertisement on a flag and hanging it out in front of their show-rooms—why isn't it just as bad to do the same thing in a picture? Even if there were no ethical objection to this advertisement it would still be far from commendable—the gray striped background

But somebody evidently thought they would look still more comfortable if they had a fur rug to lie on, and the picture was spoiled. When an advertised article can pictorially speak for its own usefulness, it is sometimes dangerous to take liberties with it. If other objects are introduced, don't put them over or under the thing you are trying to sell.

\* \* \*



makes it impossible for the type matter to show up in a legible manner, and the appearance of the car is certainly anything but attractive.

\* \* \*

This set of springs for carriage cushions might have told a useful story of comfort, combined with strength of construction, if they had been permitted to do so.



The quarter-page advertisement of the Sanitary Company here reproduced, is one of the familiar but unsuccessful attempts to show four or five different pictures in one small space. It would seem that advertisers who do this sort of thing, never expect to publish more than one advertisement

**BABY'S NEW FOLDING SANA-CHAIR**  
FOR BATHROOM OR NURSERY

**GOOD MOTHERS**  
are those who strive to prevent ailments—instead of waiting for trouble and then striving against heavy odds to conquer it.

**The Improved Sana-Chair**  
(sanitary enamel surface throughout) is the most indispensable article in the nursery. It is a guarantee of a sanitary nursery and bath-room ever offered by careful mothers. Used on legs, with or without cushion; or, with legs folded flat into half inch space at sides, it is **CLAMPED** to wall, or away from room, affording comfort and security.

The **SANA-CHAIR** not only incutates life-long hygienic habits—it exerts a strong moral tendency to neatness and orderliness. The only article in every child's chair. Simple, scientific; all spindles fluted; beautifully finished; all pure white; no exposed wood to breed germs; no corners to collect dirt; folds to travel no space. Price 50c. *Just on the genuine "Sana-Chair" in the bed store, or we will ship direct, express prepaid, on receipt of price. Write today. Illustrated folder free.*

**The Sanitary Co.**  
710 Republic Bldg.  
Chicago.

Packed for Travel

—they seem to try to do it all at once, and say everything and show everything that needs to be said or shown.

The result is confusion. One good picture of the article advertised, with a terse, clear description of its uses, is enough for one advertisement—save the rest for the next time.

ACCORDING to *Punch* the advertiser whose offer is given below was ready for anything: "Comfortable Home for Business Lady; piano; or respectable young man."

**Indiana**

**Circulation**

A general advertiser in the West recently asked for information regarding circulation and advertising rates from these magazines: *Butterick Trio*, *Collier's*, *Everybody's*, *Harper's*, *Ladies' Home Journal*, *McClure's*, *Munsey's*, *Saturday Evening Post* and *Scribner's*. The information asked for was total circulation, circulation in Indiana, circulation in Indianapolis, and the line rate of advertising. *Harper's* and *Scribner's* replied that it was contrary to their established policy to issue information regarding circulation. *McClure's* gave circulation in Indiana only, and but three magazines gave Indianapolis circulation, viz.: *Everybody's* 2,552; *Ladies' Home Journal* 3,349; and *Saturday Evening Post* 4,069.

From the reports the following tables have been prepared:

MAGAZINE.	Total Circulation.	Circulation in Indiana.	Rate per Line.	Proportion of Rate in Indiana.	Rate per Line per 1,000 of Circulation in Indiana.
Butterick Trio	1,500,000	69,139	\$7.125	.3284	.0048
Collier's.....	500,000	14,166	2.50	.0708	.0080
Everybody's...	550,000	14,748	2.50	.0670	.0045
Ladies' H. J....	1,000,000	33,954	6.00	.3037	.0059
Munsey's.....	600,000	13,000	3.00	.0660	.0060
Saturday E. P.	700,000	24,506	3.90	.1060	.0043

Based on the above figures, the cost of a 300-line advertisement for the circulation in Indiana only, in the periodicals named:

MAGAZINE.	Cost.	Circulation in Indiana.	Cost of Advertisement per 1,000 of Circulation.
Butterick Trio...	\$98.52	69,139	\$1.43
Collier's.....	21.24	14,166	1.50
Everybody's.....	20.10	14,748	1.36
Ladies' Home Journal.	61.11	33,954	1.79
Munsey's.....	19.50	13,000	1.50
Saturday Evening Post.	31.50	24,506	1.28

No advertiser would consider, of course, the employment of magazines if he desired to cover Indiana alone. Such an advertiser would have to go in the newspapers, and for this reason a comparison of the rate and circulation of the Indianapolis *News* with these magazines is

interesting. The computation for the *News* is as follows:

Total Circulation.	Circulation in Indiana.	Rate per Line.	Proportion of Rate in Indiana.	Rate per Line per 1,000 of Circulation in Indiana.
81,295	77,295	.1175	.1117	.0015

The cost of a 300-line advertisement in the *News* would be \$35.25, or forty-six cents for each 1,000 of circulation.

**Advertisements.**

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (32 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contracts paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

**WANTS.**

A D-WRITER desires position; trial proves ability. WILLING, 13 Eutaw St., Lawrence, Mass.

AGENTS wanted to sell ad novelties; 25% com. 3 samples, 10c. J. C. KENTON, Owego, N.Y.

POSITION wanted by young man experienced in reportorial, editorial and advertising fields; also managed trade paper. "C. E." care Printers' Ink.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

Is your publication represented in New York by a live advertising man? If not, let me represent you on a commission basis. "SPECIAL AGENT," care Printers' Ink.

RELIABLE advertising man, experienced in promotion work, to take hold of advertising end of publication devoted to great national proposition. Fine opportunity. "H. F.," care P. I.

EXPERIENCED advertising representatives wanted; three publications; cash commission advanced upon reliable contracts. BENEDICTINE PRESS, Goodnough Bldg., Portland, Oregon.

A D-WRITER, 25, college graduate, Powell graduate, advertising and executive experience, all references, desires position as assistant to advertising manager or in agency. "Ph. B." care Printers' Ink.

TWELVE OFFICES covering entire newspaper and magazine field. Openings in all parts of the world. Advertising, Publishing, Sales, Office and Technical. Write for information. HAFWOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

A D-MEN—You need MacDonald's Authentic, Sensible Practical Text Book; Analy is 56 Business; 300 Working Plans; 600 Ad-building Cornerstones; Wholesale, Retail, Dept. Store, Mail Fields, Scientifically Covered; 400 pages. 25c. Return Privilege; Endorsements Free. ROLFE SYSTEM, Corning, N. Y.

WANTED man, experienced in advertising agency work for a Canadian agency, Toronto. To be expert in mapping out campaigns and copy writing; also familiar with latest office methods. First-class position, with future, to right man. Write giving full qualifications and salary wanted, to Box "W.," care Printers' Ink.

POSITIONS NOW OPEN—Adv. mgr. trade journal, N. Y., \$2,500; similar position, Chicago; circulation mgr. large daily, sporting editor, northwest, \$35; editor Democratic daily, Ohio, \$25; non-union job foreman, Pa., \$22; news foreman, union, Ohio, Ia. and Colo., \$25-30; also reporters, linotype operators, etc. Booklet free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

### JOHN B. COX, CIRCULATION MANAGER, OPEN FOR POSITION.

Nine years with DENVER POST. Two and a half years with DAILY PROVING. Results guaranteed. Address, JOHN B. COX, care Printers' Ink.

**ADVERTISERS' MAGAZINE** and "**DOLLARS & SENSE**" (Col. Hunter's great book) should be read by every advertiser and mail-order dealer. Best "Advertising School" in existence. Year's subscription and "Dollars & Sense," 50 cents; sample copy of magazine free. **ADVERTISERS' MAGAZINE,** 637 Century Building, Kansas City, Missouri.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$2,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

**GEORGE H. POWELL,** Advertising and Business Expert, 768 Metropolitan Annex, New York.

## ASSISTANT WANTED IN Advertising Department

Experienced catalogue builder and copy writer. Man familiar with the use of agricultural implements and farming conditions in the Central States preferred. State experience, how employed, salary wanted, when at liberty, and give references. Full information desired. Address, "**AD-MAN**," care Printers' Ink.

### MAIL ORDER.

**A**DS—I can make a quick success of any unsuccessful mail order business. Send for free booklet. "**EXPERT**," P. O. Box 1615, New York.

### MAILING MACHINES.

**THE PICK MATCHLESS MAILER**, lightest and quickest. Price \$14.50. **F. J. VALENTINE,** Mfr., 178 Vermont St., Buffalo, N. Y.

### INDEX CARDS.

**INDEX CARDS** for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.,** 912 Elm Street, Cincinnati, Ohio.

### PATENTS.

**PATENTS that PROTECT**—Our 8 books for inventors mailed on receipt of 4 cts. stamps. **H. E. & A. B. LACEY,** Washington, D. C. Estab. 1869.

### ADVERTISING MEDIA.

**THE LADIES' HOME JOURNAL** is the greatest advertising medium in the world.

**THE Troy (Ohio) RECORD** gives authorized advertising agents 15% commission. Advertisers placing business direct must pay rates net. Big advertisers not excepted.

### AD WRITERS.

**F**OR \$3.00 I will write you an ad or circular to quickly pull \$100 worth of business. Unsuccessful mail-order men can make big money by writing me. Send for free booklet.

"**EXPERT**," P. O. Box 1615, New York.

### HALF-TONES.

**W**RITE for samples and prices. **STANDARD ENGRAVING CO.,** 560 7th Ave., New York.

**P**ERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

### NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.,** Knoxville, Tenn.

### PREMIUMS.

**T**HOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 36th issue now ready; free. **S. F. MYERS CO.,** 47w. and 49 Maiden Lane, N. Y.

### PAPER.

**B**ASSETT & SUTPHIN, 54-60 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

### FOR SALE.

**F**OR SALE—Three-press, job plant, as unit. Need room for newspaper work. Bargain. Box 733, New Britain, Conn.

**F**OR SALE—A newspaper and job printing establishment. Paper established for over sixty years. Only Republican paper in the county. Job department well equipped. Terms cash. Address **W. A. EIDMAN,** Stroudsburg, Pa.

## Receiver's Sale PRINTING OFFICE AND WEEKLY PAPER

By order of Court the property of **THE JOURNAL PUBLISHING COMPANY** of Rockville, Connecticut, will be sold to the highest bidder on the 29th day of May, 1908, at twelve o'clock noon, at the company's office on Brooklyn Street, in said city, subject to private sale.

Oldest publication and largest circulation in Tolland County; type-setting machine, presses, cutter, folder, stitcher, type, frames, cases, cabinets and office furniture. Address,

**H. H. LARKUM, Receiver**  
Rockville, Conn.

### ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY,** 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

**H. W. KASTOR & SONS ADVERTISING COMPANY,** Lucile Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**MANUFACTURERS' ADVERTISING BUREAU,** 237 Broadway (opp. P. O.), New York. Ads in the **TRADE JOURNALS** our specialty. **Benj. R. Western, Propr. Est. 1877. Booklet.**

**PUBLICATIONS.**

**In the United States**

there is only one publication devoted exclusively to bank advertising—The Bank Advertiser, Lisbon, Iowa. \$1.00 a year. Seventeen bankers from thirteen States are regular contributors of special articles. We have a sample copy for you.

**PUBLISHING BUSINESS OPPORTUNITIES.**

**I**f you didn't get The recent issue of The Harris Bulletin of Publishing Properties It was because we didn't know you Wanted it. Write to-day.

**HARRIS-DIBBLE COMPANY,**  
Brokers in Publishing Property,  
253 Broadway, New York.

**PRESS CLIPPINGS.**

**R**OMEIK'S PRESS CLIPPING BUREAU, 110-113 West 36th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

**COIN CARDS.**

**\$3** PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

**SUPPLIES.**

**M**R. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers; clean, convenient and cheap. Sample free. BERNARD'S PASTE DEPT., 71 Dearborn Street, Chicago.

**Dennison's**  
**Glue, Paste and Mucllage**  
In Patent Pin Tubes. Will stick anything stickable. All dealers. Sample tube 10 cts.  
**DENNISON MANUFACTURING COMPANY**  
Boston New York Philadelphia Chicago St. Louis

**COIN MAILER.**

**\$2.** 60 PER 1,000. For 5 coins \$3. Any printing. \$2. PYTHIAN PRINTING CO., Ft. Madison, Ia.

**PUBLISHERS** Send for our folding coin carrier—the best device yet invented for sending money by mail. The card circulation managers have been looking for. Used and recommended by large publishers. Address, Printers' Ink Press, 45 Rose St., N. Y.

**PRINTING.**

**Y**OU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 88, Cuba, N. Y.

**GOOD SHOW CARDS  
USE  
LETTERINE**

THADDEUS DAVIDS CO., 95 & 97 Van Dam St., New York. ESTABLISHED 1825.

are a great help in business; they attract attention and sell goods, and have good show cards; it is a lustrous, rapid-drying water color; applied with brush or pen; all colors. ALWAYS READY FOR USE.

**4 YEARS FOR \$5**

The subscription price of PRINTERS' INK is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

ANDREW CURRIE, JR.,  
Advertising,  
Postoffice Box 146,  
SHREVEPORT, Louisiana.

### Editor Ready Made Department:

DEAR SIR—I enclose herewith eight advertisements that I have written and prepared for the Savings Department of banks. Could you possibly review this work through the columns of **PRINTERS' INK**, in your Ready Made Advertisements Department, stroking them gently or "biffing" them as you please, so that I can gather some idea as to their relative worth in the mind of one better posted than I, along this line of advertising?

If there is any charge for space, and it does not exceed my "net" on these ads I think I can find a bank somewhere in the country willing to let me overdraw in advance for the use of the series.

Very truly yours,  
(Signed) A. CURRIE, JR.

There is no new argument for saving in any of these ads, nor is there any new presentation of the old ones. They're just good ads along the usual lines, but, even so, are probably better than most of the savings banks would prepare for themselves—enough better to warrant their cost. The two here reprinted are fairly representative of the series:

### ARE YOU PREPARED FOR A RAINY DAY?

You know these days come to the best of us—none of us are immune from an occasional bad run of what most people call luck.

When we are prepared we are saved a lot of worry and, you know, too much of that wears us out—mentally and physically. Then too, when we are ready to start again we can do so just as we left off—fresh.

If your "rainy day" should come to-morrow could you save this worry? Possibly you could not, but if it doesn't come until this time next year, you can! That is if you prepare for it.

Start in at once and deposit, say ten dollars each month, and we will help you by adding interest semi-annually, which when placed, with the results of your efforts, will cause you to have a feeling of independence as each month goes by and your account grows.

### THE BEGINNING OF INDEPENDENCE.

The old "adage"—"you must learn to crawl before you can walk" is true, very true, and can be applied to lots of things in life.

Before you can expect to have a large bank account you must "crawl," so to speak; that is, deposit your little sums each month and do it regularly; it's not so much what you deposit that will help you toward success, it's your determination to keep it there after you do it.

Any small sum you can spare each month will act as a help in your efforts to get "up in life," and then we will do our part also to encourage your hopes by crediting your account semi-annually with interest. It's just like finding it twice a year, and like receiving a boost when we are attempting something. You know every boost helps, and we are ready with ours.

If I were a retail stationer I would get my name on the mailing list of the J. K. Gill Co., wholesale stationers and book-sellers, Portland, Ore., for their bright little house organ "*Gill's Trade-Help Bulletin*." It is so well done that one dislikes to feed it to the waste basket, and it contains good matter pertaining to the various phases of business, aside from the Gill advertising it carries. Here is what it has to say for itself:

### GILL'S MISSION.

We do not promise, but endeavor to issue *Gill's* once every full moon. Its mission is to create friends for the J. K. Gill Company, and is devoted exclusively to the interests of the Progressive Retail Dealers of the Pacific Coast and Alaska. The columns of *Gill's* are open at all times to our Business Friends, that ideas may be exchanged, and trade matters of interest to us all discussed. Should you, at any time, wish advice on matters pertaining to your business, we will very gladly express our opinion and answer questions to the best of our ability. Catalogues, Price Lists, etc., will be cheerfully furnished, when your request is made known. Have you a copy of our large catalogue? These columns are for you, as well as for us. You are invited,—yes, urged, to use *Gill's* as often as you please.



THE PORTAGE PARK LAND COMPANY  
(Incorporated),  
Owners of West Hill Real Estate,  
Akron, Ohio.  
"West of the Smoke."  
WASHINGTON, D. C.  
Enclosed are from *Times-Democrat*,  
Akron, Ohio.

(Unsigned).

There should be about every business proposition some distinctive features on which good copy can be based—some advantages on which a strong appeal to the self-interest of the reader can be made. It should seldom or never be necessary to fall back on politics or public men as ammunition for the advertising gun. When that is done, it is sure to antagonize somebody with whom you would welcome an opportunity to do business.

Such advertising is so obviously wrong that it would seem unnecessary to call attention to it were it not for the fact that examples are cropping out in the daily papers all the time. Take this one, for instance:

HOW PECULIAR SOME PEOPLE ARE.

While speculation was at its height and "everybody's horse" seemed to be winning, why "Teddy Roosevelt was the greatest President we ever had." Now that the stealing in high places has been exposed and honest investors have stopped investing, why this same man Roosevelt is "worse than Wm. J. Bryan." \* \* \* But that is only what some people say, mostly stock gamblers and the like. This United States is the same United States that it was six months ago; the greatest, grandest, most prosperous nation the world ever saw, because its men and women and its resources are greater than those of any nation the sun ever shone upon. The only trouble is, there are a lot of big thieves like Harriman who ought to be in a penitentiary; then everything would be all right. That is one trouble, and the other is this: People who had money to invest trusted to the judgment of other people too much. They invested their money in other men's railroads, other men's stocks and other men's bonds. \* \* \* They should have relied more upon their own judgment and invested their own money instead of putting it into the hands of men who had axes to grind. \* \* \* We want to say to the investors of Akron that if they look around our own prosperous, industrious, growing Akron, and especially Portage Park on West Hill, "West-of-the-Smoke of Akron," they will find a better, safer and more profitable place to invest their money

than they can find anywhere else under the sun. And they can manage it themselves.

GUS KASCH,  
Director General of the Portage Park  
Land Company,  
302 Hamilton Building,  
Peo. Phone 1469.

Bell 1742-1743.

This ad, I take it, is intended to emphasize the safety of real estate investments in general, and one in particular, as compared with investments in the stock market—an investment in something which the investor can investigate for himself—something he can stand on and measure and build on if he chooses, rather than in something less tangible and regarding the present value of which he must depend almost wholly upon the judgment and information of others who, perhaps, are not even known to him.

To accomplish that result a lot of space was used for talk about Roosevelt, Bryan and Harriman, which, however true the talk may be, is sure to run counter to the ideas of some people who might be investors in the property advertised and so offend them as to make it impossible for the advertiser to do business with them. It was not only unnecessary but very foolish to approach the subject in that manner. The thing could have been done much better with half the words that were used, and without any mention, complimentary or otherwise, of public men; leaving a little space for plain statements as to the merits of the property advertised.

Almost everybody who invests money in railroads, stocks or bonds must invest in "other men's railroads, stocks or bonds." And where the ad says "They should have invested THEIR OWN MONEY," it probably means that they should have invested their money personally or only after a personal investigation.

Taken altogether, I think this ad is one of the poorest real estate ads I have seen. I sincerely hope that readers of PRINTERS' INK will not use their space in this foolish and extravagant way. The man who wants to print his

political or religious views should buy a separate space for that purpose and not mix these subjects with appeals for business, unless he makes a business of politics or religion, in which event he will have no occasion to advertise anything else.

In the ad reprinted below, the subject of politics was rung in in a comparatively harmless way, but even in this case it was of no particular use and the space might better have been given to definite statements about the property advertised.

When I see a real estate ad that deals with every other subject first, or that of the property itself in a more or less incidental way, I conclude, as doubtless others do, that there isn't much to be said about the property. And that's a fair inference:

YON YONSON,

of Minnesota, may beat Bill Bryan out in the Democratic nomination—but nothing will beat Portage Park out of popular favor as a residence section. We have everything worth having in the way of city improvements; we have none of the disadvantages which sometimes accompany city conditions. Finally, we have "The Price" on our lots that looks good to everybody—\$450 for a lot on a paved avenue.

GUS KASCH,

Director General of the Portage Park Land Company,  
302 Hamilton Building,  
Peo. 'Phone 1469.

Bell 1742-1743.

Not one of the five ads submitted gives information that would convey to the possible customer any definite impression favorable to the proposition. More attention seems to have been given to attracting attention than to making any profitable use of it after it has been secured.

*For a Druggist. From the Scranton (Pa.) Tribune.*

### Feel Ake—Y?

That Ake-y, tired feeling, which is often a forerunner of Grip, is quickly cured by taking Jenkins' Cold Breakers.

GEO. W. JENKINS,  
101 S. Main Avenue,  
Scranton, Pa.

*Strong Illustrative Effect for a Newspaper Ad of This Character, but Border and Type Display are so Heavy as to Detract from Cut of the Flower. From Kansas City Times.*



## Special!

### Carnations, 3c TO-DAY

Extra Fancy Stock—Our Regular 75c  
Per Dozen Grade. Come Early. Also  
**BULB AND SEED SALE TO-DAY!!**

Caladium bulbs, special (or elephant ears).....12c  
Sweet Peas, mixed variety, the Florist kind,  
per dozen.....3c  
Sweet Peas, named variety, per package.....12c  
All garden seeds, per package.....12c  
Dwarf Nasturtiums, per package.....5c and 10c  
Delphin bulbs.....5c 1 Gardenia bulbs, doz.....35c  
Tuberose bulbs, special, per dozen.....50c  
Madrada vines or bulbs, each.....5c

**ALPHA FLORAL CO.,**

1105 Walnut St., *First Floor 1897* Phone

*A Pertinent Question and Some Good Answers. From the Evening Star, Washington, D. C.*

### Will Your Biography Be A Bunch of Rent Receipts For a Life's Work?

Count up the years you have been paying rent—then look forward to the years you will continue to pay rent—and then draw your own conclusions.

We have the following houses in excellent neighborhoods—can be bought without cash—for the same amount monthly that you are now paying out for rent—the monthly payment includes interest, taxes and insurance.

Houses 1723 and 1731  
Kilbourne street, \$65.50 per month.

House 1727 Euclid street,  
\$50.50 per month.

House 1032 Dartmouth  
street, \$39.50 per month.

House 1856 Ingleside  
Terrace, \$38.50 per month.

For further information  
inquire of

**SWARTZEL, RHEEM &  
HENSEY CO.,**  
916 F Street N. W.,  
Washington, D. C.

*Does What Many a Larger Ad Fails To Do—States the Proposition Clearly and Convincingly.* *From Blum's Big Ad in the Philadelphia Bulletin.*

### Fix

your watch by the year for \$1.50. This includes keeping works in order and repairing breakages. I do the work myself, and guarantee it. Booklet.

SCHURMANN,  
Half Century Here.  
147 N. 6th,  
Philadelphia, Pa.

*All Some Property Owners Need is the Suggestion. From the Daily True American, Trenton, N. J.*

### Build Fences Now.

That unsightly fence—why not tear it down and build something new and attractive? We have just the Lumber and Paint you need, and will be glad to talk over any building questions with you.

Both 'Phones.  
ROBERT W. KENNEDY  
COMPANY,  
1120 East State Street,  
Trenton, N. J.

*The Ride-While-You-Pay Argument Is Always a Strong One. From the Streator (Ill.) Daily Monitor.*

### Ride While You Pay.

Join Our Bicycle Club and Get a Wheel on Easy Terms.

There are exceptional values for high-grade wheels, and are sold to reliable parties on easy terms.

The Reliance, \$25.  
Gendron, \$45, \$40, \$35 and \$30.  
Iver-Johnson, \$50, \$40 and \$35.  
The Yale, \$40, \$35 and \$30.

THE EQUIPMENT.  
We can supply these wheels in all styles, with or without coaster brakes, with G. & J. tires, Hartford tires, No. 77 tires or Morgan & Wright tires.  
See the New Truss Frames.

POWERS & WILLIAMS,  
401 E. Main St.,  
Both 'Phones 18.  
Streator, Ill.

### We Are Ready to Store Your Furs.

We have a well-equipped safe system of Fur storage. Furs left in our keeping will go back to you in safe condition, depend on that. Whether it be costly Fur Coat, Neckpiece, Muff or Fur Rug, the same careful attention is insured against moths and other insects.

If the Fur needs remodeling, let us know at once. Specially low rates rule for repairs and remodeling during the summer months.

Charges for storing are moderate. They include insurance against moths, fire and theft. Driver will call on request. 'Phone Filbert 2704.

BLUM'S,  
Philadelphia, Pa.

*Inviting. From the Spokesman-Review, Spokane, Wash.*

### This Evening After You Are Through Work

Come out to the industrial section, East Side Syndicate, and see some of the money-making lots we are offering on terms to suit yourself, and for only \$250 a lot.

They face on new steel water mains.

They are reached by two street-car lines.

They are in the very center of the manufacturing district.

We are selling on an average of a half dozen of these lots every day. Over half of them already gone. Only a part of our holdings offered for sale at this time.

Until after dark we will be at our branch office on the grounds. Come out after your day's work is over. Just a few dollars each month invested in this district will be a move you will never regret.

THE FRED B. GRINNELL  
COMPANY,

Real Estate, Loans, Insurance.

Terminal Building,  
Spokane, Wash.

'Phone 728.

EVERY publication worthy of receiving patronage at the hands of General Advertisers should advertise what it has for sale—Space; and for the same reason that it expects these advertisers to advertise their goods. It is easy for any publisher to determine, if he is honest with himself, what medium of advertising he must use to gain the attention that is due him.